

Global Anime & Video Game Collectible Figures Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Anime & Video Game Collectible Figures market size is expected to reach \$ 10613 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

Anime & Video Game Collectible Figures refer to physical character-based collectibles developed around anime, manga, video game, VTuber, virtual talent and adjacent two-dimensional IP franchises. The category primarily covers pre-painted scale figures, PVC/ABS figures, articulated action figures, resin statues, vinyl or sofubi character figures, prize figures, chibi collectibles and limited-edition premium statues.

These products are valued by collectors for character fidelity, sculpting quality, paint application, articulation design, accessories, material finish, licensing authenticity, edition scarcity and display appeal. Price assessment is typically based on official suggested retail prices, official pre-order prices, brand-operated store prices, authorised hobby retail prices and mainstream cross-border e-commerce prices.

Entry-level prize figures and small chibi collectibles are generally priced at around USD 10–40, mainstream articulated figures and small-to-mid-sized character figures are commonly priced at around USD 40–120, standard pre-painted scale figures are usually positioned at around USD 80–250, sixth-scale collectible figures and higher-specification articulated figures are often priced at around USD 150–400, while premium resin statues, limited diorama statues and large-format video game character statues are typically priced at around USD 300–1,500, with selected large-scale, low-edition or highly complex licensed products exceeding USD 2,000.

This research focuses on commercially supplied, IP-based physical collectible figures

with clear anime, manga, game or virtual-character relevance, and prioritises real manufacturers, figure brands, licensed product suppliers and recurring OEM/ODM production entities.

Based on our research, the anime and video game collectible figures market should not be assessed as a conventional toy-manufacturing segment, but rather as a specialised commercial mechanism through which IP ownership, fandom engagement, precision manufacturing and collectible value are converted into physical consumer products. The sector sits at the intersection of the content industry, licensed merchandise, hobby retail and adult collectible consumption. Its growth is increasingly less dependent on traditional children's toy demand and more closely linked to the global circulation of anime content, long-cycle video game operations, character-based monetisation, social-media display culture and the purchasing power of adult collectors. The broader toy market's recent recovery, driven in part by pop culture, collectibles and Kidult demand, further supports the view that character-based collectibles are moving from a niche enthusiast category into a broader adult consumer segment.

From a supply-side perspective, Japan remains the structural centre of gravity of the global anime and game figure industry. Its advantage lies not merely in the number of established brands, but in the depth of its IP access, product-planning discipline, sculpting ecosystem, painted-finished-product standards and long-established fan retail channels. Bandai Namco's Toys and Hobby Unit reported record-high net sales and operating profit in FY2025.3 and stated that it rolled out more than 500 IPs during the year, which illustrates the scale advantage that major Japanese groups can derive from diversified IP portfolios and multi-category commercialisation. Good Smile Company's official product architecture, including Nendoroid, figma, Scale Figure and POP UP PARADE, also demonstrates the importance of recurring product systems and standardised collectible lines in building long-term market presence. By contrast, suppliers in mainland China and Hong Kong are undergoing a structural repositioning: they are no longer merely manufacturing subcontractors, but are increasingly extending into original planning, licensed product development, branded exports and higher-specification finished collectibles.

The competitive logic of this industry cannot be captured by a simple ranking of group revenue or total toy sales. Several large toy groups, designer-toy companies and integrated IP operators possess strong channel access and brand visibility, but their reported revenue often includes plush toys, blind boxes, model kits, trading cards, apparel, children's toys and other merchandise categories. These revenues cannot be mechanically treated as anime and video game collectible figure revenue. POP MART

provides a useful example: its 2025 announcement showed that plush products had become the group's largest revenue contributor, with revenue of RMB18.71 billion and a 50.4% share of total revenue, indicating that even highly relevant collectible-toy companies require strict category-level adjustment before being included in this market model. For this reason, this report distinguishes between the broad relevant supplier universe and the core formal list. The former is used to avoid omitting potential manufacturers, brands and suppliers; the latter is used for market sizing, competitive analysis and formal report presentation.

From the demand side, growth is shifting from single-character fan purchasing to a more layered form of collectible consumption. Core collectors still place high weight on character fidelity, sculpting quality, paint consistency, proportional accuracy, accessories and version scarcity. A wider group of younger consumers, however, increasingly treats figures as part of room decoration, personal identity, social-media display and emotion-led discretionary spending. At the premium end, collectors are more sensitive to edition size, licence authenticity, product completeness, display impact and long-term collectible value. This creates a clearly stratified market structure: accessible products support user acquisition and purchase frequency; higher-specification finished figures sustain the core collector base; while premium statues and limited editions provide brand elevation and margin elasticity. The future demand question is therefore not simply whether more IP can be commercialised, but whether companies can select the right characters, control launch cadence, manage pre-order cycles and reduce delivery, quality-control and inventory risks.

Overall, the anime and video game collectible figures industry retains meaningful medium- to long-term growth potential, but the threshold for sustainable competition is rising. In the past, companies could achieve short-term growth through a single popular IP, low-cost production or broad channel distribution. Going forward, durable winners will need to combine licensing capability, product-planning judgement, supply-chain execution, global distribution and collector-community management. Key risks include IP heat-cycle volatility, rising licensing costs, consumer budget pressure, delivery delays, inventory mismatch, counterfeit products and environmental-compliance requirements. The global market is therefore likely to remain structurally layered: Japanese companies will continue to benefit from IP planning and established figure-brand systems; Chinese and Hong Kong suppliers will gain influence through manufacturing depth and increasingly capable domestic brands; and North American and European companies will compete more selectively in video game statues, licensed action figures and premium collectibles.

This report studies the global Anime & Video Game Collectible Figures production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Anime & Video Game Collectible Figures and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Anime & Video Game Collectible Figures that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Anime & Video Game Collectible Figures total production and demand, 2021-2032, (K Units)

Global Anime & Video Game Collectible Figures total production value, 2021-2032, (USD Million)

Global Anime & Video Game Collectible Figures production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Anime & Video Game Collectible Figures consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Anime & Video Game Collectible Figures domestic production, consumption, key domestic manufacturers and share

Global Anime & Video Game Collectible Figures production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Anime & Video Game Collectible Figures production by IP Source, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Anime & Video Game Collectible Figures production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Anime & Video Game Collectible Figures market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Bandai Spirits Co., Ltd., Good Smile Company, Inc., POP MART INTERNATIONAL GROUP LIMITED, 52TOYS, JoyToy, Queen Studios, ThreeA, Mattel, Inc., Hasbro, Inc., Spin Master Corp., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices

used in analyzing the World Anime & Video Game Collectible Figures market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by IP Source, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Anime & Video Game Collectible Figures Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Anime & Video Game Collectible Figures Market, Segmentation by IP Source:

Anime & Manga IP

Video Game IP

VTuber / Virtual Talent IP

Other / Mixed IP

Global Anime & Video Game Collectible Figures Market, Segmentation By Material & Process:

PVC/ABS Pre-painted

Resin / Polystone

Vinyl / Sofubi

Mixed Media

Global Anime & Video Game Collectible Figures Market, Segmentation By Channel:

Hobby Retail & E-commerce

Arcade / Prize Channel

Official IP Store / Direct-to-Fan

Conventions & Limited Events

Global Anime & Video Game Collectible Figures Market, Segmentation by Application:

Scale Figures

Articulated Action Figures

Premium Statues

Prize & Entry Collectibles

Companies Profiled:

Bandai Spirits Co., Ltd.

Good Smile Company, Inc.

POP MART INTERNATIONAL GROUP LIMITED

52TOYS

JoyToy

Queen Studios

ThreeA

Mattel, Inc.

Hasbro, Inc.

Spin Master Corp.

Mondo

Kotobukiya Co., Ltd.

MegaHouse Corporation

Kaiyodo Co., Ltd.

ALTER Co., Ltd.

Max Factory Inc.

FuRyu Corporation

Taito Corporation

SEGA FAVE CORPORATION

Square Enix Co., Ltd.

Prime 1 Studio Co., Ltd.

KADOKAWA CORPORATION

Aniplex Inc.

Medicos Entertainment Co., Ltd.

P.M. Office A Co., Ltd. / PLUM

Wave Corporation

BellFine Co., Ltd.

ques Q

Union Creative International Ltd.

Phat! Company

Flare Co., Ltd.

Hobby

Bushiroad Creative Inc.

Sentinel Co., Ltd.

Shanghai Apex Culture Technology Development Co., Ltd. / APEX-TOYS

MYETHOS LIMITED

Hobby Max

AniMester

Snail Shell Studio

RIBOSE

Reverse Studio

CCSTOYS

Hot Toys Limited

threezero

Storm Collectibles

Beast Kingdom Co., Ltd.

XM Studios Pte Ltd

Mighty Jaxx International Pte. Ltd.

Blitzway Co., Ltd.

5PRO Studio

Funko, Inc.

Sideshow Collectibles

Dark Horse Direct

NECA

McFarlane Toys

JAKKS Pacific, Inc.

Jazwares, LLC

Super7

Youtooz

PureArts Limited

PCS Collectibles

Diamond Select Toys

First 4 Figures Ltd.

Tsume SA

Oniri Cr?ations

Numskull Designs

Gaming Heads

Figurama Collectors

W?t? Workshop

Iron Studios

Key Questions Answered:

1. How big is the global Anime & Video Game Collectible Figures market?
2. What is the demand of the global Anime & Video Game Collectible Figures market?
3. What is the year over year growth of the global Anime & Video Game Collectible Figures market?
4. What is the production and production value of the global Anime & Video Game Collectible Figures market?
5. Who are the key producers in the global Anime & Video Game Collectible Figures market?
6. What are the growth factors driving the market demand?

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