

Global Anime & Video Game Collectible Figures Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Anime & Video Game Collectible Figures market size was valued at US\$ 6534 million in 2025 and is forecast to a readjusted size of US\$ 10613 million by 2032 with a CAGR of 7.0% during review period.

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 is a detailed and comprehensive analysis for global Anime & Video Game Collectible Figures market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by IP Source and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Anime & Video Game Collectible Figures market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Anime & Video Game Collectible Figures market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Anime & Video Game Collectible Figures market size and forecasts, by IP Source and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Anime & Video Game Collectible Figures market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Anime & Video Game Collectible Figures

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Anime & Video Game Collectible Figures market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Anime & Video Game Collectible Figures market is split by IP Source and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by IP Source, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by IP Source

Anime & Manga IP

Video Game IP

VTuber / Virtual Talent IP

Other / Mixed IP

Market segment By Material & Process

PVC/ABS Pre-painted

Resin / Polystone

Vinyl / Sofubi

Mixed Media

Market segment By Channel

Hobby Retail & E-commerce

Arcade / Prize Channel

Official IP Store / Direct-to-Fan

Conventions & Limited Events

Market segment by Application

Scale Figures

Articulated Action Figures

Premium Statues

Prize & Entry Collectibles

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Anime & Video Game Collectible Figures product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Anime & Video Game Collectible Figures, with price, sales quantity, revenue, and global market share of Anime & Video Game Collectible Figures from 2021 to 2026.

Chapter 3, the Anime & Video Game Collectible Figures competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Anime & Video Game Collectible Figures breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by IP Source and by Application, with sales market share and growth rate by IP Source, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Anime & Video Game Collectible Figures market forecast, by regions, by IP Source, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Anime & Video Game Collectible Figures.

Chapter 14 and 15, to describe Anime & Video Game Collectible Figures sales channel, distributors, customers, research findings and conclusion.

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