

Global Conversational AI Toys Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G74C7AA5A11DEN.html>

Date: June 2026

Pages: 151

Price: US\$ 3,480.00 (Single User License)

ID: G74C7AA5A11DEN

Abstracts

According to our (Global Info Research) latest study, the global Conversational AI Toys market size was valued at US\$ 5544 million in 2025 and is forecast to a readjusted size of US\$ 38798 million by 2032 with a CAGR of 31.9% during review period.

In 2025, global Conversational AI Toys production reached approximately 35.92 million units , with an average global market price of around US\$150 per unit.

Conversational AI Toys are interactive smart toys equipped with artificial intelligence that enable natural, real-time conversations with users. These toys can recognize voice commands, answer questions, tell stories, play games, and even adapt their responses based on user interactions. Designed for entertainment and educational purposes, they help enhance language skills, creativity, and cognitive development in children. With advanced speech recognition and machine learning capabilities, conversational AI toys provide a personalized and engaging play experience, making them ideal companions for kids.

Upstream of the conversational AI toy industry includes chipset and module suppliers such as Qualcomm and MediaTek, as well as AI and speech technology providers such as OpenAI and Google. The midstream consists of toy brands and manufacturers such as LEGO, Hasbro, and Mattel. Downstream applications mainly target households, early education institutions, and children's learning platforms, forming a value chain of ?chips + AI algorithms + hardware + content ecosystem + end users.?

The conversational AI toy market is experiencing rapid growth driven by advancements in generative AI and increasing demand for intelligent educational and companionship

products. Products are evolving from basic voice-interactive toys to advanced conversational companions with personalized interactions and rich content ecosystems. Key trends include enhanced personalization, integration with education systems, and cost optimization. However, challenges remain in privacy protection, content regulation, and technological maturity. Overall, this market represents a fast-growing, AI-driven consumer electronics segment.

This report is a detailed and comprehensive analysis for global Conversational AI Toys market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type 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 Conversational AI Toys market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Conversational AI Toys 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 Conversational AI Toys market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Conversational AI Toys 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 Conversational AI Toys

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 Conversational AI Toys 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 LEGO, Hasbro, Mattel, GROOVE X, Yukai Engineering, Curio, Enchanted Tools, Tombot, Miko, Robosen, etc.

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

Market Segmentation

Conversational AI Toys market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, 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 Type

Interactive Storytelling Toys

Language Learning & Educational Toys

Emotional Companion Toys

Others

Market segment by Product Form

Plush Toys

Robot Toys

Others

Market segment by Battery Capacity

1000mAh ? 3000mAh

3000mAh ? 5000mAh

Others

Market segment by Application

Education

Entertainment

Others

Major players covered

LEGO

Hasbro

Mattel

GROOVE X

Yukai Engineering

Curio

Enchanted Tools

Tombot

Miko

Robosen

PlushThis

Haivivi

Rastar Group

Shifeng Cultural

ALPHA GROUP

Goldlok Holdings

Jinke Tom Culture

Robopoet

Cyber Partner

FoloToy

Ropet

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 Conversational AI Toys product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Conversational AI Toys, with price, sales quantity, revenue, and global market share of Conversational AI Toys from 2021 to 2026.

Chapter 3, the Conversational AI Toys competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Conversational AI Toys 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 Type and by Application, with sales market share and growth rate by Type, 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 Conversational AI Toys market forecast, by regions, by Type, 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 Conversational AI Toys.

Chapter 14 and 15, to describe Conversational AI Toys sales channel, distributors, customers, research findings and conclusion.

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