

# Global Conversational AI Toys Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Conversational AI Toys market size is expected to reach \$ 38798 million by 2032, rising at a market growth of 31.9% CAGR during the forecast period (2026-2032).

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 studies the global Conversational AI Toys production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Conversational AI Toys 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 Conversational AI Toys that contribute to its increasing demand across many markets.

#### Highlights and key features of the study

Global Conversational AI Toys total production and demand, 2021-2032, (K Units)

Global Conversational AI Toys total production value, 2021-2032, (USD Million)

Global Conversational AI Toys production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Conversational AI Toys consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Conversational AI Toys domestic production, consumption, key domestic manufacturers and share

Global Conversational AI Toys production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Conversational AI Toys production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Conversational AI Toys production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Conversational AI Toys 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Conversational AI Toys 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 Type, 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 Conversational AI Toys Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Conversational AI Toys Market, Segmentation by Type:

Interactive Storytelling Toys

Language Learning & Educational Toys

Emotional Companion Toys

Others

### Global Conversational AI Toys Market, Segmentation by Product Form:

Plush Toys

Robot Toys

Others

### Global Conversational AI Toys Market, Segmentation by Battery Capacity:

1000mAh ? 3000mAh

3000mAh ? 5000mAh

Others

### Global Conversational AI Toys Market, Segmentation by Application:

Education

Entertainment

Others

### Companies Profiled:

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

Key Questions Answered:

1. How big is the global Conversational AI Toys market?
2. What is the demand of the global Conversational AI Toys market?
3. What is the year over year growth of the global Conversational AI Toys market?

4. What is the production and production value of the global Conversational AI Toys market?
5. Who are the key producers in the global Conversational AI Toys market?
6. What are the growth factors driving the market demand?

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