

# Global Custom PVC 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 Custom PVC Figures market size was valued at US\$ 1408 million in 2025 and is forecast to a readjusted size of US\$ 3051 million by 2032 with a CAGR of 11.8% during review period.

Custom PVC figures are three-dimensional models made from polyvinyl chloride (PVC) that are designed and manufactured according to specific requirements from individuals or businesses. Customization can include character design, color schemes, poses, accessories, scale, and packaging. These figures are often used for personalized collections, IP merchandise development, brand promotion, or as exclusive gifts. Compared to mass-produced figures, custom PVC figures offer higher uniqueness and artistic value, but typically involve higher production costs and longer lead times, requiring collaboration with specialized factories or studios.

This report is a detailed and comprehensive analysis for global Custom PVC Figures 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 Custom PVC Figures market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Custom PVC 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 Custom PVC Figures 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 Custom PVC 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 Custom PVC 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 Custom PVC 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 Good Smile Company, Alter, MaxFactory, Bandai, Pop Mart, Kaiyodo, Kotobukiya, Aniplex+, HOT TOYS, Hobbymax, etc.

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

## Market Segmentation

Custom PVC Figures 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

1/4 Scale Figure

1/6 Scale Figure

1/7 Scale Figure

1/8 Scale Figure

1/10 Scale Figure

1/12 Scale Figure

Q Version / Non-Scale Figure

## Market segment by Application

Online Sales

Offline Sales

## Major players covered

Good Smile Company

Alter

MaxFactory

Bandai

Pop Mart

Kaiyodo

Kotobukiya

Aniplex+

HOT TOYS

Hobbymax

MegaHouse

Hasbro

Beijing Lezi Tiancheng

Aofei Entertainment

Square Enix

Medicom Toy

Funko

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 Custom PVC Figures product scope, market overview,

market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Custom PVC Figures, with price, sales quantity, revenue, and global market share of Custom PVC Figures from 2021 to 2026.

Chapter 3, the Custom PVC Figures competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Custom PVC 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 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 Custom PVC Figures 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 Custom PVC Figures.

Chapter 14 and 15, to describe Custom PVC Figures sales channel, distributors, customers, research findings and conclusion.

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