

Global Game IP Derivative Products Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G0322FFC7106EN.html>

Date: August 2026

Pages: 112

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

ID: G0322FFC7106EN

Abstracts

According to our (Global Info Research) latest study, the global Game IP Derivative Products market size was valued at US\$ 58502 million in 2025 and is forecast to a readjusted size of US\$ 79579 million by 2032 with a CAGR of 5.0% during review period.

Game IP Derivative Products are a collection of physical merchandise developed through licensing, centered around video game intellectual property. Their core value lies in transforming players' emotional connection to games into tangible, collectible items, satisfying fans' collecting desires, social needs, and emotional value.

In terms of product form, Game IP Derivative Products mainly fall into two categories. One category consists of "hard merchandise," represented by figurines, models, and statues, which have high collectible value. The other category comprises "soft merchandise," such as badges, standees, keychains, stationery, and apparel, which combine practicality and display attributes. These soft merchandise items have relatively lower initial pricing and more diverse formats, and are currently the main driver of market growth.

This report is a detailed and comprehensive analysis for global Game IP Derivative Products market. Both quantitative and qualitative analyses are presented by company, 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 Game IP Derivative Products market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Game IP Derivative Products market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Game IP Derivative Products market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Game IP Derivative Products market shares of main players, in revenue (\$ Million), 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 Game IP Derivative Products

- 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 Game IP Derivative Products market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Tencent, Microsoft, Nintendo, SONY, NetEase, Disney, Nexon, Ubisoft, miHoYo, Square Enix, etc.

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

Market segmentation

Game IP Derivative Products 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. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Toys

Clothing Accessories

PC Game Peripheral

Books and Posters

Others

Market segment by Intellectual Property

Owned IP

Licensed IP

Market segment by Application

Online

Retail

Specialty Stores

Market segment by players, this report covers

Tencent

Microsoft

Nintendo

SONY

NetEase

Disney

Nexon

Ubisoft

miHoYo

Square Enix

Razer

Logitech G

Fangamer

McFarlane Toys

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Game IP Derivative Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Game IP Derivative Products, with revenue, gross margin, and global market share of Game IP Derivative Products from 2021 to 2026.

Chapter 3, the Game IP Derivative Products competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Game IP Derivative Products market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Game IP Derivative Products.

Chapter 13, to describe Game IP Derivative Products research findings and conclusion.

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