

# Global Gaming Merchandise Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Gaming Merchandise market size was valued at US\$ 61600 million in 2025 and is forecast to a readjusted size of US\$ 86400 million by 2032 with a CAGR of 5.0% during review period.

Game Merchandise refer to derivative products based on the concept of games, including but not limited to Toys (Mystery Boxes), Clothing & Accessories, PC Game Peripherals, Books, Stationery, etc. These products not only satisfy players' love for games and their desire to collect, but also enhance the emotional connection and interactive experience between players and games through rich and diverse designs and functions.

Global Gaming Merchandise key players include Tencent, Microsoft, Nintendo, SONY and NetEase, etc. Global top five manufacturers hold a share over 35%.

North America is the largest market, with a share about 54%, followed by Asia-Pacific and Europe with the share about 25 % and 15%.

In terms of product, Toys is the largest segment, with a share about 30%. And in terms of application, the largest application is Online with a share about 50%, followed by Retail with a share over 35%.

Personalization of game commodities has become a major trend. Players are increasingly inclined to buy commodities with unique designs or customizable elements, such as customized skins, limited edition figures, and personalized game equipment to express their personal style and love for games. The importance of digital commodities

is increasing. With the popularity of online games and virtual worlds, the transaction volume of digital assets such as virtual currency, skins, and props has continued to rise. These virtual items not only enhance the gaming experience, but also provide developers with a new profit model.

This report is a detailed and comprehensive analysis for global Gaming Merchandise 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 Gaming Merchandise market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Gaming Merchandise market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Gaming Merchandise market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Gaming Merchandise 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 Gaming Merchandise

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 Gaming Merchandise 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

Gaming Merchandise 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 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 Gaming Merchandise product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Gaming Merchandise, with revenue, gross margin, and global market share of Gaming Merchandise from 2021 to 2026.

Chapter 3, the Gaming Merchandise 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 Gaming Merchandise 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 Gaming Merchandise.

Chapter 13, to describe Gaming Merchandise research findings and conclusion.

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