

Global IP Licensing Building Blocks Toys 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 IP Licensing Building Blocks Toys market size was valued at US\$ 220 million in 2025 and is forecast to a readjusted size of US\$ 440 million by 2032 with a CAGR of 10.5% during review period.

IP Licensing Building Blocks Toys refer to construction or building toys that are developed under licensing agreements with intellectual property (IP) owners, such as entertainment franchises, brands, or characters. These toys incorporate designs, themes, or characters from well-known IPs, allowing the manufacturer to produce and market products that resonate with fans of the IP.

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

Global IP Licensing Building Blocks 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 IP Licensing Building Blocks 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 IP Licensing Building Blocks 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 IP Licensing Building Blocks 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 IP Licensing Building Blocks 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, Mattel, Spin Master, Premium Bandai, ShanTou City Gooders Precision Technology, Bluke Building Block Technology, SEMBO, Qiaohe Tenon and Mortise, PINQI Culture and Technology, Banbao, etc.

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

Market Segmentation

IP Licensing Building Blocks 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

Animation IP

Film and TV IP

Others

Market segment by Application

Adults

Children

Major players covered

Lego

Mattel

Spin Master

Premium Bandai

ShanTou City Gooders Precision Technology

Bluke Building Block Technology

SEMBO

Qiaohe Tenon and Mortise

PINQI Culture and Technology

Banbao

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 IP Licensing Building Blocks Toys product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of IP Licensing Building Blocks Toys, with price, sales quantity, revenue, and global market share of IP Licensing Building Blocks Toys from 2021 to 2026.

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

Chapter 4, the IP Licensing Building Blocks 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 IP Licensing Building Blocks 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 IP Licensing Building Blocks Toys.

Chapter 14 and 15, to describe IP Licensing Building Blocks Toys sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global IP Licensing Building Blocks Toys Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Animation IP

1.3.3 Film and TV IP

1.3.4 Others

1.4 Market Analysis by Application

1.4.1 Overview: Global IP Licensing Building Blocks Toys Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.4.2 Adults

1.4.3 Children

1.5 Global IP Licensing Building Blocks Toys Market Size & Forecast

1.5.1 Global IP Licensing Building Blocks Toys Consumption Value (2021 & 2025 & 2032)

1.5.2 Global IP Licensing Building Blocks Toys Sales Quantity (2021-2032)

1.5.3 Global IP Licensing Building Blocks Toys Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Lego

2.1.1 Lego Details

2.1.2 Lego Major Business

2.1.3 Lego IP Licensing Building Blocks Toys Product and Services

2.1.4 Lego IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Lego Recent Developments/Updates

2.2 Mattel

2.2.1 Mattel Details

2.2.2 Mattel Major Business

2.2.3 Mattel IP Licensing Building Blocks Toys Product and Services

2.2.4 Mattel IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Mattel Recent Developments/Updates

2.3 Spin Master

2.3.1 Spin Master Details

2.3.2 Spin Master Major Business

2.3.3 Spin Master IP Licensing Building Blocks Toys Product and Services

2.3.4 Spin Master IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Spin Master Recent Developments/Updates

2.4 Premium Bandai

2.4.1 Premium Bandai Details

2.4.2 Premium Bandai Major Business

2.4.3 Premium Bandai IP Licensing Building Blocks Toys Product and Services

2.4.4 Premium Bandai IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Premium Bandai Recent Developments/Updates

2.5 ShanTou City Gooders Precision Technology

2.5.1 ShanTou City Gooders Precision Technology Details

2.5.2 ShanTou City Gooders Precision Technology Major Business

2.5.3 ShanTou City Gooders Precision Technology IP Licensing Building Blocks Toys Product and Services

2.5.4 ShanTou City Gooders Precision Technology IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 ShanTou City Gooders Precision Technology Recent Developments/Updates

2.6 Bluke Building Block Technology

2.6.1 Bluke Building Block Technology Details

2.6.2 Bluke Building Block Technology Major Business

2.6.3 Bluke Building Block Technology IP Licensing Building Blocks Toys Product and Services

2.6.4 Bluke Building Block Technology IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Bluke Building Block Technology Recent Developments/Updates

2.7 SEMBO

2.7.1 SEMBO Details

2.7.2 SEMBO Major Business

2.7.3 SEMBO IP Licensing Building Blocks Toys Product and Services

2.7.4 SEMBO IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 SEMBO Recent Developments/Updates

2.8 Qiaohe Tenon and Mortise

2.8.1 Qiaohe Tenon and Mortise Details

2.8.2 Qiaohe Tenon and Mortise Major Business

2.8.3 Qiaohe Tenon and Mortise IP Licensing Building Blocks Toys Product and Services

2.8.4 Qiaohe Tenon and Mortise IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Qiaohe Tenon and Mortise Recent Developments/Updates

2.9 PINQI Culture and Technology

2.9.1 PINQI Culture and Technology Details

2.9.2 PINQI Culture and Technology Major Business

2.9.3 PINQI Culture and Technology IP Licensing Building Blocks Toys Product and Services

2.9.4 PINQI Culture and Technology IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 PINQI Culture and Technology Recent Developments/Updates

2.10 Banbao

2.10.1 Banbao Details

2.10.2 Banbao Major Business

2.10.3 Banbao IP Licensing Building Blocks Toys Product and Services

2.10.4 Banbao IP Licensing Building Blocks Toys Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Banbao Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: IP LICENSING BUILDING BLOCKS TOYS BY MANUFACTURER

3.1 Global IP Licensing Building Blocks Toys Sales Quantity by Manufacturer (2021-2026)

3.2 Global IP Licensing Building Blocks Toys Revenue by Manufacturer (2021-2026)

3.3 Global IP Licensing Building Blocks Toys Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of IP Licensing Building Blocks Toys by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 IP Licensing Building Blocks Toys Manufacturer Market Share in 2025

3.4.3 Top 6 IP Licensing Building Blocks Toys Manufacturer Market Share in 2025

3.5 IP Licensing Building Blocks Toys Market: Overall Company Footprint Analysis

3.5.1 IP Licensing Building Blocks Toys Market: Region Footprint

3.5.2 IP Licensing Building Blocks Toys Market: Company Product Type Footprint

3.5.3 IP Licensing Building Blocks Toys Market: Company Product Application

Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global IP Licensing Building Blocks Toys Market Size by Region

4.1.1 Global IP Licensing Building Blocks Toys Sales Quantity by Region (2021-2032)

4.1.2 Global IP Licensing Building Blocks Toys Consumption Value by Region
(2021-2032)

4.1.3 Global IP Licensing Building Blocks Toys Average Price by Region (2021-2032)

4.2 North America IP Licensing Building Blocks Toys Consumption Value (2021-2032)

4.3 Europe IP Licensing Building Blocks Toys Consumption Value (2021-2032)

4.4 Asia-Pacific IP Licensing Building Blocks Toys Consumption Value (2021-2032)

4.5 South America IP Licensing Building Blocks Toys Consumption Value (2021-2032)

4.6 Middle East & Africa IP Licensing Building Blocks Toys Consumption Value
(2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2032)

5.2 Global IP Licensing Building Blocks Toys Consumption Value by Type (2021-2032)

5.3 Global IP Licensing Building Blocks Toys Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

6.1 Global IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2032)

6.2 Global IP Licensing Building Blocks Toys Consumption Value by Application
(2021-2032)

6.3 Global IP Licensing Building Blocks Toys Average Price by Application (2021-2032)

7 NORTH AMERICA

7.1 North America IP Licensing Building Blocks Toys Sales Quantity by Type
(2021-2032)

7.2 North America IP Licensing Building Blocks Toys Sales Quantity by Application
(2021-2032)

7.3 North America IP Licensing Building Blocks Toys Market Size by Country

7.3.1 North America IP Licensing Building Blocks Toys Sales Quantity by Country

(2021-2032)

7.3.2 North America IP Licensing Building Blocks Toys Consumption Value by Country
(2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

8.1 Europe IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2032)

8.2 Europe IP Licensing Building Blocks Toys Sales Quantity by Application
(2021-2032)

8.3 Europe IP Licensing Building Blocks Toys Market Size by Country

8.3.1 Europe IP Licensing Building Blocks Toys Sales Quantity by Country
(2021-2032)

8.3.2 Europe IP Licensing Building Blocks Toys Consumption Value by Country
(2021-2032)

8.3.3 Germany Market Size and Forecast (2021-2032)

8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

9.1 Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2032)

9.2 Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Application
(2021-2032)

9.3 Asia-Pacific IP Licensing Building Blocks Toys Market Size by Region

9.3.1 Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Region
(2021-2032)

9.3.2 Asia-Pacific IP Licensing Building Blocks Toys Consumption Value by Region
(2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

10.1 South America IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2032)

10.2 South America IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2032)

10.3 South America IP Licensing Building Blocks Toys Market Size by Country

10.3.1 South America IP Licensing Building Blocks Toys Sales Quantity by Country (2021-2032)

10.3.2 South America IP Licensing Building Blocks Toys Consumption Value by Country (2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2032)

11.2 Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2032)

11.3 Middle East & Africa IP Licensing Building Blocks Toys Market Size by Country

11.3.1 Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Country (2021-2032)

11.3.2 Middle East & Africa IP Licensing Building Blocks Toys Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

12.1 IP Licensing Building Blocks Toys Market Drivers

12.2 IP Licensing Building Blocks Toys Market Restraints

12.3 IP Licensing Building Blocks Toys Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of IP Licensing Building Blocks Toys and Key Manufacturers

13.2 Manufacturing Costs Percentage of IP Licensing Building Blocks Toys

13.3 IP Licensing Building Blocks Toys Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 IP Licensing Building Blocks Toys Typical Distributors

14.3 IP Licensing Building Blocks Toys Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global IP Licensing Building Blocks Toys Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global IP Licensing Building Blocks Toys Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 3. Lego Basic Information, Manufacturing Base and Competitors

Table 4. Lego Major Business

Table 5. Lego IP Licensing Building Blocks Toys Product and Services

Table 6. Lego IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 7. Lego Recent Developments/Updates

Table 8. Mattel Basic Information, Manufacturing Base and Competitors

Table 9. Mattel Major Business

Table 10. Mattel IP Licensing Building Blocks Toys Product and Services

Table 11. Mattel IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 12. Mattel Recent Developments/Updates

Table 13. Spin Master Basic Information, Manufacturing Base and Competitors

Table 14. Spin Master Major Business

Table 15. Spin Master IP Licensing Building Blocks Toys Product and Services

Table 16. Spin Master IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 17. Spin Master Recent Developments/Updates

Table 18. Premium Bandai Basic Information, Manufacturing Base and Competitors

Table 19. Premium Bandai Major Business

Table 20. Premium Bandai IP Licensing Building Blocks Toys Product and Services

Table 21. Premium Bandai IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 22. Premium Bandai Recent Developments/Updates

Table 23. ShanTou City Gooders Precision Technology Basic Information, Manufacturing Base and Competitors

Table 24. ShanTou City Gooders Precision Technology Major Business

Table 25. ShanTou City Gooders Precision Technology IP Licensing Building Blocks Toys Product and Services

Table 26. ShanTou City Gooders Precision Technology IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 27. ShanTou City Gooders Precision Technology Recent Developments/Updates

Table 28. Bluke Building Block Technology Basic Information, Manufacturing Base and Competitors

Table 29. Bluke Building Block Technology Major Business

Table 30. Bluke Building Block Technology IP Licensing Building Blocks Toys Product and Services

Table 31. Bluke Building Block Technology IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 32. Bluke Building Block Technology Recent Developments/Updates

Table 33. SEMBO Basic Information, Manufacturing Base and Competitors

Table 34. SEMBO Major Business

Table 35. SEMBO IP Licensing Building Blocks Toys Product and Services

Table 36. SEMBO IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 37. SEMBO Recent Developments/Updates

Table 38. Qiaoh Tenon and Mortise Basic Information, Manufacturing Base and Competitors

Table 39. Qiaoh Tenon and Mortise Major Business

Table 40. Qiaoh Tenon and Mortise IP Licensing Building Blocks Toys Product and Services

Table 41. Qiaoh Tenon and Mortise IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 42. Qiaoh Tenon and Mortise Recent Developments/Updates

Table 43. PINQI Culture and Technology Basic Information, Manufacturing Base and Competitors

Table 44. PINQI Culture and Technology Major Business

Table 45. PINQI Culture and Technology IP Licensing Building Blocks Toys Product and Services

Table 46. PINQI Culture and Technology IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 47. PINQI Culture and Technology Recent Developments/Updates

Table 48. Banbao Basic Information, Manufacturing Base and Competitors

Table 49. Banbao Major Business

Table 50. Banbao IP Licensing Building Blocks Toys Product and Services
Table 51. Banbao IP Licensing Building Blocks Toys Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 52. Banbao Recent Developments/Updates
Table 53. Global IP Licensing Building Blocks Toys Sales Quantity by Manufacturer (2021-2026) & (K Units)
Table 54. Global IP Licensing Building Blocks Toys Revenue by Manufacturer (2021-2026) & (USD Million)
Table 55. Global IP Licensing Building Blocks Toys Average Price by Manufacturer (2021-2026) & (US\$/Unit)
Table 56. Market Position of Manufacturers in IP Licensing Building Blocks Toys, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
Table 57. Head Office and IP Licensing Building Blocks Toys Production Site of Key Manufacturer
Table 58. IP Licensing Building Blocks Toys Market: Company Product Type Footprint
Table 59. IP Licensing Building Blocks Toys Market: Company Product Application Footprint
Table 60. IP Licensing Building Blocks Toys New Market Entrants and Barriers to Market Entry
Table 61. IP Licensing Building Blocks Toys Mergers, Acquisition, Agreements, and Collaborations
Table 62. Global IP Licensing Building Blocks Toys Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR
Table 63. Global IP Licensing Building Blocks Toys Sales Quantity by Region (2021-2026) & (K Units)
Table 64. Global IP Licensing Building Blocks Toys Sales Quantity by Region (2027-2032) & (K Units)
Table 65. Global IP Licensing Building Blocks Toys Consumption Value by Region (2021-2026) & (USD Million)
Table 66. Global IP Licensing Building Blocks Toys Consumption Value by Region (2027-2032) & (USD Million)
Table 67. Global IP Licensing Building Blocks Toys Average Price by Region (2021-2026) & (US\$/Unit)
Table 68. Global IP Licensing Building Blocks Toys Average Price by Region (2027-2032) & (US\$/Unit)
Table 69. Global IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2026) & (K Units)
Table 70. Global IP Licensing Building Blocks Toys Sales Quantity by Type (2027-2032) & (K Units)

Table 71. Global IP Licensing Building Blocks Toys Consumption Value by Type (2021-2026) & (USD Million)

Table 72. Global IP Licensing Building Blocks Toys Consumption Value by Type (2027-2032) & (USD Million)

Table 73. Global IP Licensing Building Blocks Toys Average Price by Type (2021-2026) & (US\$/Unit)

Table 74. Global IP Licensing Building Blocks Toys Average Price by Type (2027-2032) & (US\$/Unit)

Table 75. Global IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2026) & (K Units)

Table 76. Global IP Licensing Building Blocks Toys Sales Quantity by Application (2027-2032) & (K Units)

Table 77. Global IP Licensing Building Blocks Toys Consumption Value by Application (2021-2026) & (USD Million)

Table 78. Global IP Licensing Building Blocks Toys Consumption Value by Application (2027-2032) & (USD Million)

Table 79. Global IP Licensing Building Blocks Toys Average Price by Application (2021-2026) & (US\$/Unit)

Table 80. Global IP Licensing Building Blocks Toys Average Price by Application (2027-2032) & (US\$/Unit)

Table 81. North America IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2026) & (K Units)

Table 82. North America IP Licensing Building Blocks Toys Sales Quantity by Type (2027-2032) & (K Units)

Table 83. North America IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2026) & (K Units)

Table 84. North America IP Licensing Building Blocks Toys Sales Quantity by Application (2027-2032) & (K Units)

Table 85. North America IP Licensing Building Blocks Toys Sales Quantity by Country (2021-2026) & (K Units)

Table 86. North America IP Licensing Building Blocks Toys Sales Quantity by Country (2027-2032) & (K Units)

Table 87. North America IP Licensing Building Blocks Toys Consumption Value by Country (2021-2026) & (USD Million)

Table 88. North America IP Licensing Building Blocks Toys Consumption Value by Country (2027-2032) & (USD Million)

Table 89. Europe IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2026) & (K Units)

Table 90. Europe IP Licensing Building Blocks Toys Sales Quantity by Type

(2027-2032) & (K Units)

Table 91. Europe IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2026) & (K Units)

Table 92. Europe IP Licensing Building Blocks Toys Sales Quantity by Application (2027-2032) & (K Units)

Table 93. Europe IP Licensing Building Blocks Toys Sales Quantity by Country (2021-2026) & (K Units)

Table 94. Europe IP Licensing Building Blocks Toys Sales Quantity by Country (2027-2032) & (K Units)

Table 95. Europe IP Licensing Building Blocks Toys Consumption Value by Country (2021-2026) & (USD Million)

Table 96. Europe IP Licensing Building Blocks Toys Consumption Value by Country (2027-2032) & (USD Million)

Table 97. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2026) & (K Units)

Table 98. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Type (2027-2032) & (K Units)

Table 99. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2026) & (K Units)

Table 100. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Application (2027-2032) & (K Units)

Table 101. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Region (2021-2026) & (K Units)

Table 102. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity by Region (2027-2032) & (K Units)

Table 103. Asia-Pacific IP Licensing Building Blocks Toys Consumption Value by Region (2021-2026) & (USD Million)

Table 104. Asia-Pacific IP Licensing Building Blocks Toys Consumption Value by Region (2027-2032) & (USD Million)

Table 105. South America IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2026) & (K Units)

Table 106. South America IP Licensing Building Blocks Toys Sales Quantity by Type (2027-2032) & (K Units)

Table 107. South America IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2026) & (K Units)

Table 108. South America IP Licensing Building Blocks Toys Sales Quantity by Application (2027-2032) & (K Units)

Table 109. South America IP Licensing Building Blocks Toys Sales Quantity by Country (2021-2026) & (K Units)

Table 110. South America IP Licensing Building Blocks Toys Sales Quantity by Country (2027-2032) & (K Units)

Table 111. South America IP Licensing Building Blocks Toys Consumption Value by Country (2021-2026) & (USD Million)

Table 112. South America IP Licensing Building Blocks Toys Consumption Value by Country (2027-2032) & (USD Million)

Table 113. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Type (2021-2026) & (K Units)

Table 114. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Type (2027-2032) & (K Units)

Table 115. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Application (2021-2026) & (K Units)

Table 116. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Application (2027-2032) & (K Units)

Table 117. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Country (2021-2026) & (K Units)

Table 118. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity by Country (2027-2032) & (K Units)

Table 119. Middle East & Africa IP Licensing Building Blocks Toys Consumption Value by Country (2021-2026) & (USD Million)

Table 120. Middle East & Africa IP Licensing Building Blocks Toys Consumption Value by Country (2027-2032) & (USD Million)

Table 121. IP Licensing Building Blocks Toys Raw Material

Table 122. Key Manufacturers of IP Licensing Building Blocks Toys Raw Materials

Table 123. IP Licensing Building Blocks Toys Typical Distributors

Table 124. IP Licensing Building Blocks Toys Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. IP Licensing Building Blocks Toys Picture

Figure 2. Global IP Licensing Building Blocks Toys Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global IP Licensing Building Blocks Toys Revenue Market Share by Type in 2025

Figure 4. Animation IP Examples

Figure 5. Film and TV IP Examples

Figure 6. Others Examples

Figure 7. Global IP Licensing Building Blocks Toys Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 8. Global IP Licensing Building Blocks Toys Revenue Market Share by Application in 2025

Figure 9. Adults Examples

Figure 10. Children Examples

Figure 11. Global IP Licensing Building Blocks Toys Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 12. Global IP Licensing Building Blocks Toys Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 13. Global IP Licensing Building Blocks Toys Sales Quantity (2021-2032) & (K Units)

Figure 14. Global IP Licensing Building Blocks Toys Price (2021-2032) & (US\$/Unit)

Figure 15. Global IP Licensing Building Blocks Toys Sales Quantity Market Share by Manufacturer in 2025

Figure 16. Global IP Licensing Building Blocks Toys Revenue Market Share by Manufacturer in 2025

Figure 17. Producer Shipments of IP Licensing Building Blocks Toys by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 18. Top 3 IP Licensing Building Blocks Toys Manufacturer (Revenue) Market Share in 2025

Figure 19. Top 6 IP Licensing Building Blocks Toys Manufacturer (Revenue) Market Share in 2025

Figure 20. Global IP Licensing Building Blocks Toys Sales Quantity Market Share by Region (2021-2032)

Figure 21. Global IP Licensing Building Blocks Toys Consumption Value Market Share by Region (2021-2032)

Figure 22. North America IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 23. Europe IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 24. Asia-Pacific IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 25. South America IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 26. Middle East & Africa IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 27. Global IP Licensing Building Blocks Toys Sales Quantity Market Share by Type (2021-2032)

Figure 28. Global IP Licensing Building Blocks Toys Consumption Value Market Share by Type (2021-2032)

Figure 29. Global IP Licensing Building Blocks Toys Average Price by Type (2021-2032) & (US\$/Unit)

Figure 30. Global IP Licensing Building Blocks Toys Sales Quantity Market Share by Application (2021-2032)

Figure 31. Global IP Licensing Building Blocks Toys Revenue Market Share by Application (2021-2032)

Figure 32. Global IP Licensing Building Blocks Toys Average Price by Application (2021-2032) & (US\$/Unit)

Figure 33. North America IP Licensing Building Blocks Toys Sales Quantity Market Share by Type (2021-2032)

Figure 34. North America IP Licensing Building Blocks Toys Sales Quantity Market Share by Application (2021-2032)

Figure 35. North America IP Licensing Building Blocks Toys Sales Quantity Market Share by Country (2021-2032)

Figure 36. North America IP Licensing Building Blocks Toys Consumption Value Market Share by Country (2021-2032)

Figure 37. United States IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 38. Canada IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 39. Mexico IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 40. Europe IP Licensing Building Blocks Toys Sales Quantity Market Share by Type (2021-2032)

Figure 41. Europe IP Licensing Building Blocks Toys Sales Quantity Market Share by

Application (2021-2032)

Figure 42. Europe IP Licensing Building Blocks Toys Sales Quantity Market Share by Country (2021-2032)

Figure 43. Europe IP Licensing Building Blocks Toys Consumption Value Market Share by Country (2021-2032)

Figure 44. Germany IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 45. France IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 46. United Kingdom IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 47. Russia IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 48. Italy IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 49. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity Market Share by Type (2021-2032)

Figure 50. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity Market Share by Application (2021-2032)

Figure 51. Asia-Pacific IP Licensing Building Blocks Toys Sales Quantity Market Share by Region (2021-2032)

Figure 52. Asia-Pacific IP Licensing Building Blocks Toys Consumption Value Market Share by Region (2021-2032)

Figure 53. China IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 54. Japan IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 55. South Korea IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 56. India IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 57. Southeast Asia IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 58. Australia IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 59. South America IP Licensing Building Blocks Toys Sales Quantity Market Share by Type (2021-2032)

Figure 60. South America IP Licensing Building Blocks Toys Sales Quantity Market Share by Application (2021-2032)

Figure 61. South America IP Licensing Building Blocks Toys Sales Quantity Market Share by Country (2021-2032)

Figure 62. South America IP Licensing Building Blocks Toys Consumption Value Market Share by Country (2021-2032)

Figure 63. Brazil IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 64. Argentina IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 65. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity Market Share by Type (2021-2032)

Figure 66. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity Market Share by Application (2021-2032)

Figure 67. Middle East & Africa IP Licensing Building Blocks Toys Sales Quantity Market Share by Country (2021-2032)

Figure 68. Middle East & Africa IP Licensing Building Blocks Toys Consumption Value Market Share by Country (2021-2032)

Figure 69. Turkey IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 70. Egypt IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 71. Saudi Arabia IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 72. South Africa IP Licensing Building Blocks Toys Consumption Value (2021-2032) & (USD Million)

Figure 73. IP Licensing Building Blocks Toys Market Drivers

Figure 74. IP Licensing Building Blocks Toys Market Restraints

Figure 75. IP Licensing Building Blocks Toys Market Trends

Figure 76. Porters Five Forces Analysis

Figure 77. Manufacturing Cost Structure Analysis of IP Licensing Building Blocks Toys in 2025

Figure 78. Manufacturing Process Analysis of IP Licensing Building Blocks Toys

Figure 79. IP Licensing Building Blocks Toys Industrial Chain

Figure 80. Sales Channel: Direct to End-User vs Distributors

Figure 81. Direct Channel Pros & Cons

Figure 82. Indirect Channel Pros & Cons

Figure 83. Methodology

Figure 84. Research Process and Data Source

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