

Global IP Plush Bag Charms 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 Plush Bag Charms market size was valued at US\$ 2398 million in 2025 and is forecast to a readjusted size of US\$ 7436 million by 2032 with a CAGR of 17.5% during review period.

In 2025, global sales volume of IP plush bag charms was estimated at approximately 210 million units, with an average selling price of about US\$11.1 per unit. IP plush bag charms are small plush consumer products designed around commercially identifiable proprietary IP, licensed IP, collaborative IP, or branded character images. They typically feature a flexible textile outer shell, polyester fiber or other soft filling materials, and an attachment mechanism such as a metal clasp, keyring, ball chain, fabric strap, or cord. By combining character styling, embroidery, printing, costume accessories, and series-based design with the portability and decorative function of miniature plush products, they support personal expression, character collecting, social display, gifting, and emotional companionship. Their primary applications include decoration for handbags, backpacks, school bags, luggage, and other personal belongings, as well as merchandise associated with animation, games, collectible toys, brand collaborations, museums, cultural tourism, sporting events, promotional campaigns, and corporate mascots.

Market growth is primarily driven by the continued commercialization of popular animation, gaming, film, and collectible-toy IP, rising demand among younger consumers for emotional value, personal expression, and affordable collecting, and the rapid launch of blind-box, limited-edition, and brand-collaboration products. Social media exposure and celebrity-driven trends further accelerate the creation of bestselling designs. Relatively accessible prices, portability, and strong repeat-purchase potential

support sales through brand stores, e-commerce platforms, theme parks, museums, cultural tourism venues, and event merchandise channels. Mature plush manufacturing supply chains in China and Southeast Asia, flexible small-batch production, and expanding global IP licensing partnerships are also supporting faster product development and broader market penetration.

Report Scope

This report is a detailed and comprehensive analysis for global IP Plush Bag Charms 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 Plush Bag Charms market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global IP Plush Bag Charms market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global IP Plush Bag Charms market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global IP Plush Bag Charms market shares of main players, shipments in revenue (\$ Million), sales quantity (M 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 Plush Bag Charms

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 Plush Bag Charms 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 The Walt Disney Company, Ty Inc., Jazwares, LLC, DOUGLAS Co., Inc., Squishable.com, Inc., Build-A-Bear Workshop, Inc., Spin Master Corp., Kidrobot, Inc., Jellycat Limited, Keel Toys Limited, etc.

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

Market Segmentation

IP Plush Bag Charms 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

Full-Body Plush Bag Charms

Head Plush Bag Charms

Object Plush Bag Charms

Cluster Plush Bag Charms

Other Plush Bag Charms

Market segment by IP Source

Proprietary IP

Licensed IP

Collaboration IP

Other

Market segment by Sales Format

Open-Choice Single SKU

Blind-Box Random SKU

Fixed Multi-Piece Set

Other

Market segment by Application

IP Brands

Consumer Product Brands

Cultural Tourism Institutions

Corporate Customization

Other Applications

Major players covered

The Walt Disney Company

Ty Inc.

Jazwares, LLC

DOUGLAS Co., Inc.

Squishable.com, Inc.

Build-A-Bear Workshop, Inc.

Spin Master Corp.

Kidrobot, Inc.

Jellycat Limited

Keel Toys Limited

Keycraft Global Limited

Rainbow Designs Limited

NICI GmbH

Margarete Steiff GmbH

Bon Ton Toys B.V.

Trudi S.p.A.

Sanrio Company, Ltd.

The Pok?mon Company

Sekiguchi Co., Ltd.

Sanei Boeki Co., Ltd.

TOMY Company, Ltd.

SK Japan Co., Ltd.

Gray Parker Service Inc.

Bandai Namco Holdings Inc.

FuRyu Corporation

SEGA SAMMY HOLDINGS INC.

Square Enix Holdings Co., Ltd.

Sunlemon Co., Ltd.

AMUSE Co., Ltd.

Aurora World Corporation

IPX Corporation

ARTSHARE CO., LTD.

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Kakao Corp.

POP MART INTERNATIONAL GROUP LIMITED

MINISO Group Holding Limited

52TOYS Development Co., Ltd.

Robotime Technology Suzhou Co., Ltd.

B.Duck Semk Holdings International Limited

Guangzhou McHugs Limited

ZURU Inc.

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)

Chapter Outline

Chapter 1, to describe IP Plush Bag Charms product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of IP Plush Bag Charms, with price, sales quantity, revenue, and global market share of IP Plush Bag Charms from 2021 to 2026.

Chapter 3, the IP Plush Bag Charms competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the IP Plush Bag Charms 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 Plush Bag Charms 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 Plush Bag

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Chapter 14 and 15, to describe IP Plush Bag Charms sales channel, distributors, customers, research findings and conclusion.

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