

Global IP Plush Bag Charms Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GA3FC88C1648EN.html>

Date: August 2026

Pages: 205

Price: US\$ 4,480.00 (Single User License)

ID: GA3FC88C1648EN

Abstracts

The global IP Plush Bag Charms market size is expected to reach \$ 7436 million by 2032, rising at a market growth of 17.5% CAGR during the forecast period (2026-2032).

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 studies the global IP Plush Bag Charms production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for IP Plush Bag Charms and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of IP Plush Bag Charms that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global IP Plush Bag Charms total production and demand, 2021-2032, (M Units)

Global IP Plush Bag Charms total production value, 2021-2032, (USD Million)

Global IP Plush Bag Charms production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global IP Plush Bag Charms consumption by region & country, CAGR, 2021-2032 & (M Units)

U.S. VS China: IP Plush Bag Charms domestic production, consumption, key domestic manufacturers and share

Global IP Plush Bag Charms production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global IP Plush Bag Charms production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

Global IP Plush Bag Charms production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global IP Plush Bag Charms market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World IP Plush Bag Charms market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global IP Plush Bag Charms Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global IP Plush Bag Charms Market, Segmentation by Type:

Full-Body Plush Bag Charms

Head Plush Bag Charms

Object Plush Bag Charms

Cluster Plush Bag Charms

Other Plush Bag Charms

Global IP Plush Bag Charms Market, Segmentation by IP Source:

Proprietary IP

Licensed IP

Collaboration IP

Other

Global IP Plush Bag Charms Market, Segmentation by Sales Format:

Open-Choice Single SKU

Blind-Box Random SKU

Fixed Multi-Piece Set

Other

Global IP Plush Bag Charms Market, Segmentation by Application:

IP Brands

Consumer Product Brands

Cultural Tourism Institutions

Corporate Customization

Other Applications

Companies Profiled:

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.

???? ???

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.

Key Questions Answered:

1. How big is the global IP Plush Bag Charms market?
2. What is the demand of the global IP Plush Bag Charms market?
3. What is the year over year growth of the global IP Plush Bag Charms market?
4. What is the production and production value of the global IP Plush Bag Charms market?
5. Who are the key producers in the global IP Plush Bag Charms market?
6. What are the growth factors driving the market demand?

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