

Global IP Trading Cards Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global IP Trading Cards market size is expected to reach \$ 5485 million by 2032, rising at a market growth of 9.8% CAGR during the forecast period (2026-2032).

IP Trading Cards refer to collectible and tradable card products themed around well-known intellectual properties (IP) such as anime, comics, games (ACG), movies, TV shows, sports celebrities, musical artists, and brand icons. Each card typically features specific characters, scenes, items, autographs, or commemorative elements, offering both collectible and monetary value. IP trading cards appeal not only to young enthusiasts but also to adult collectors and investors, with rare cards sometimes commanding high market prices. Driven by the rise of global fandom culture, the popularity of ACG content, and the integration of technologies like NFTs (Non-Fungible Tokens), the IP trading card market is rapidly expanding. It is now a vibrant sector that includes conventions, competitions, auctions, and community exchanges, playing an increasingly significant role in the cultural consumption and investment landscape.

In recent years, IP Trading Cards have evolved from traditional hobby collectibles into a hybrid asset class that combines cultural consumption, digital trading infrastructure, and emotional economy. Their growth is primarily driven by three structural forces: the continuous expansion of the global IP industry (including film, sports, anime, and gaming franchises), the rising demand from Gen Z consumers for tangible, displayable, and socially shareable collectibles, and the development of digital marketplaces and auction mechanisms that improve price discovery and market transparency.

In Western markets, particularly the United States and parts of Europe, IP trading cards have developed into a relatively mature ecosystem. Sports cards (e.g., NBA, NFL) and entertainment IP cards dominate the sector, with value determined by scarcity (low print

runs), grading certification systems (such as PSA or BGS), and community consensus. The market exhibits clear financial characteristics, including sensitivity to liquidity cycles, correlation with broader risk appetite, and the emergence of 'blue-chip' cards that behave similarly to long-duration collectible assets. Secondary market liquidity is relatively high, supported by established auction platforms and institutionalized grading standards.

In contrast, Asian markets—especially China—remain in an earlier stage of development, albeit with rapid growth momentum. The Chinese market is characterized by emotion-driven consumption, where purchasing decisions are heavily influenced by anime, gaming, idol culture, and social identity rather than pure investment logic. Product formats tend to emphasize content engagement and gamification, such as blind box card packs and limited collaboration editions. However, due to the lack of unified grading standards, fragmented trading platforms, and regulatory heterogeneity, the secondary market remains underdeveloped and less standardized.

From an asset perspective, IP trading cards are currently undergoing a transition from consumption goods to quasi-investment collectibles, though this transition is uneven and highly volatile. Western markets are closer to a mature stage of collectibles financialization, while the Chinese market is still in a culture-driven expansion phase. The long-term growth trajectory of the industry will largely depend on three key variables: the sustainability and lifecycle management of core IPs, the standardization of global grading and trading infrastructure, and the retention and repeat purchasing behavior of younger consumer cohorts.

It is important to note that this market is inherently narrative-driven. Valuation is heavily dependent on 'narrative consensus,' meaning collective agreement on the cultural significance and scarcity of specific IP assets. When hype cycles fade or narrative cohesion weakens, price corrections can be sharp and rapid. As such, IP trading cards are more appropriately positioned as high-risk, high-volatility allocations within a diversified portfolio rather than stable yield-generating assets.

This report studies the global IP Trading Cards demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for IP Trading Cards, 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 Trading Cards that contribute to

its increasing demand across many markets.

Highlights and key features of the study

Global IP Trading Cards total market, 2021-2032, (USD Million)

Global IP Trading Cards total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: IP Trading Cards total market, key domestic companies, and share, (USD Million)

Global IP Trading Cards revenue by player, revenue and market share 2021-2026, (USD Million)

Global IP Trading Cards total market by Type, CAGR, 2021-2032, (USD Million)

Global IP Trading Cards total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global IP Trading Cards 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 Pokemon, Fanatics, Kayou, Bandai, Konami, Panini, Wizards of the Coast, Tomy Company, The Upper Deck Company, Bushiroad, 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 Trading Cards market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, 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 Trading Cards Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global IP Trading Cards Market, Segmentation by Type:

Collectible Card Games

Non-Game Cards

Global IP Trading Cards Market, Segmentation by Source:

Sports IP

Anime & Pop Culture IP

Gaming IP

Global IP Trading Cards Market, Segmentation by Target People:

Mass Market

Hobby/Premium

Global IP Trading Cards Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Pokemon

Fanatics

Kayou

Bandai

Konami

Panini

Wizards of the Coast

Tomy Company

The Upper Deck Company

Bushiroad

Ravensburger

Jason Anime

Key Questions Answered

1. How big is the global IP Trading Cards market?
2. What is the demand of the global IP Trading Cards market?
3. What is the year over year growth of the global IP Trading Cards market?
4. What is the total value of the global IP Trading Cards market?
5. Who are the Major Players in the global IP Trading Cards market?
6. What are the growth factors driving the market demand?

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