

Global Perler Bead Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Perler Bead market size is expected to reach \$ 563 million by 2032, rising at a market growth of 6.9% CAGR during the forecast period (2026-2032).

In 2025, the global production volume of Perler Beads reached 42.0 million units, with an average selling price of US\$7.80 per unit, production capacity of 53.5 million units, and a gross margin of 35.0%.

Perler Beads are small, hollow thermoplastic beads used for arts and crafts, educational activities, and pixel-art creation, and are generally made from materials such as polyethylene. Users arrange beads of different colors on a pegboard according to a selected design and then apply heat through ironing paper, causing adjacent beads to soften and fuse together into flat patterns, ornaments, accessories, or three-dimensional creations. These products are typically sold as single-color refill packs, mixed-color bead packs, themed kits, or complete craft sets containing beads, pegboards, design sheets, and ironing paper, primarily serving children, teenagers, family craft users, and pixel-art enthusiasts.

The upstream industry chain of Perler Beads mainly includes suppliers of thermoplastic resins such as polyethylene, color masterbatches, pigments, mold steel, packaging materials, printed patterns, and other printing materials. Material safety, color stability, bead-size consistency, and heat-fusing performance directly affect product quality. Midstream manufacturers are responsible for bead molding, color matching, screening, sorting, pegboard development, pattern design, and kit packaging, while some brands increase product value through licensed animation, gaming, and entertainment intellectual property. Downstream products are mainly distributed through toy stores, stationery stores, arts and crafts retailers, supermarkets, e-commerce platforms, and

educational channels, with end-use scenarios covering home crafts, school art classes, after-school education, parent-child entertainment, and professional pixel-art creation.

Report Scope

This report studies the global Perler Bead production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Perler Bead 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 Perler Bead that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Perler Bead total production and demand, 2021-2032, (K Units)

Global Perler Bead total production value, 2021-2032, (USD Million)

Global Perler Bead production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Perler Bead consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Perler Bead domestic production, consumption, key domestic manufacturers and share

Global Perler Bead production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Perler Bead production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Perler Bead production by Application, production, value, CAGR,

2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Perler Bead 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 Perler Beads, Artkal, Hama Beads, IKEA (Pyssla), NABBI, Hobbycraft, Econocrafts (Super Beads), Pyssla, Simba, Fun Fusion, 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 Perler Bead market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Perler Bead Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Perler Bead Market, Segmentation by Type:

Iron-fused Type

Water-fused Type

Self-adhesive Type

Non-fused Interlocking Type

Global Perler Bead Market, Segmentation by Bead Size:

Mini Ironing Beads: Approximately 2.5–2.6 mm in Diameter

Standard Ironing Beads: Approximately 5 mm in Diameter

Large Ironing Beads: Approximately 10 mm in Diameter

Global Perler Bead Market, Segmentation by Product Form:

Single-color Bulk Beads

Mixed-color Bulk Beads

Themed Kits

Tool and Accessory Kits

Global Perler Bead Market, Segmentation by Application:

Offline Sales

Online Sales

Companies Profiled:

Perler Beads

Artkal

Hama Beads

IKEA (Pyssla)

NABBI

Hobbycraft

Econocrafts (Super Beads)

Pyssla

Simba

Fun Fusion

Aquabeads

Beados

Shenzhen Youcan Culture Development Co., Ltd.

Pujiang Jinletong Crafts Co., Ltd.

Key Questions Answered:

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

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