

Global Perler Bead 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 Perler Bead market size was valued at US\$ 337 million in 2025 and is forecast to a readjusted size of US\$ 563 million by 2032 with a CAGR of 6.9% during review period.

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 is a detailed and comprehensive analysis for global Perler Bead 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 Perler Bead market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Perler Bead 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 Perler Bead 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 Perler Bead 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 Perler Bead

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 Perler Bead 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 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.

Perler Bead 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 Segmentation

Market segment by Type

Iron-fused Type

Water-fused Type

Self-adhesive Type

Non-fused Interlocking Type

Market segment 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

Market segment by Product Form

Single-color Bulk Beads

Mixed-color Bulk Beads

Themed Kits

Tool and Accessory Kits

Market segment by Application

Offline Sales

Online Sales

Major players covered

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.

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 Perler Bead product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Perler Bead, with price, sales quantity, revenue, and global market share of Perler Bead from 2021 to 2026.

Chapter 3, the Perler Bead competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Perler Bead 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 Perler Bead 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 Perler Bead.

Chapter 14 and 15, to describe Perler Bead sales channel, distributors, customers, research findings and conclusion.

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