

# Global PVC Figures Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global PVC Figures market size was valued at USD 8155.5 million in 2023 and is forecast to a readjusted size of USD 23050 million by 2030 with a CAGR of 16.0% during review period.

Figure, according to the literal meaning of the puppet, the meaning of humanoid, that is, the puppet from the anime works, and PVC refers to the material of PF-PVC. In Japan, figures often depict anime characters, and in the United States depictions of movie monsters are common. However, figures are produced depicting a wide range of subjects, from characters from horror, science fiction, fantasy films, television and comic books to nudes and pin-up girls to dinosaurs to original works of art, as well as upgrade and conversion figures for existing models.

Global key players of PVC figures include Good Smile Company, MaxFactory, ALTER, Aniplex, etc. Global top five manufacturers hold a share over 37%. Asia-Pacific is the largest producer of PVC figures holds a share over 58%. In terms of product, anime figures is the largest segment, with a share about 57%. And in terms of application, the largest application is offline sales, with a share over 69%.

The Global Info Research report includes an overview of the development of the PVC Figures industry chain, the market status of Offline Sales (Anime Figures, Movie Figures), Online Sales (Anime Figures, Movie Figures), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of PVC Figures.

Regionally, the report analyzes the PVC Figures markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and

increasing consumer awareness. Asia-Pacific, particularly China, leads the global PVC Figures market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the PVC Figures market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the PVC Figures industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Anime Figures, Movie Figures).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the PVC Figures market.

**Regional Analysis:** The report involves examining the PVC Figures market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the PVC Figures market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to PVC Figures:

**Company Analysis:** Report covers individual PVC Figures manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards PVC Figures This may involve surveys, interviews, and analysis of

consumer reviews and feedback from different by Application (Offline Sales, Online Sales).

**Technology Analysis:** Report covers specific technologies relevant to PVC Figures. It assesses the current state, advancements, and potential future developments in PVC Figures areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the PVC Figures market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

PVC Figures market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Anime Figures

Movie Figures

Others

### Market segment by Application

Offline Sales

Online Sales

### Major players covered

Good Smile Company

MaxFactory

ALTER

Aniplex

Bandai

Kaiyodo

Kotobukiya

Funko

Hasbro

Mattel

Hot Toys

Sideshow Collectibles

POP MART

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)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe PVC Figures product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of PVC Figures, with price, sales, revenue and global market share of PVC Figures from 2019 to 2024.

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

Chapter 4, the PVC Figures breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and PVC Figures market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 PVC Figures.

Chapter 14 and 15, to describe PVC Figures sales channel, distributors, customers, research findings and conclusion.

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