

Global Trendy Toy IP Creation Services Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Trendy Toy IP Creation Services market size is expected to reach \$ 1713 million by 2032, rising at a market growth of 6.3% CAGR during the forecast period (2026-2032).

Trendy toy IP creation services refer to professional teams or companies providing full-chain services for trendy toys, including original IP image design, world view construction, character development and commercial operation, covering everything from concept design to production, marketing, joint cooperation and other aspects, helping brands create trendy toy products with collection value and fan stickiness.

The future of trendy toy IP creation services is promising, evolving from simple character design to cross-media storytelling, digital integration, and community co-creation. AI-generated technologies will assist in concept design, while the collaboration between virtual idols, digital collectibles, and physical trendy toys will become the new norm for extending IP value. The market will become more segmented, driving service specialization, while collaborations with brands in the cultural tourism and fast-moving consumer goods sectors will provide more commercial outlets for IP creation. Core competitiveness will shift from visual design to building a sustainable IP worldview and a deep fan interaction ecosystem.

This report studies the global Trendy Toy IP Creation Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Trendy Toy IP Creation Services, 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 Trendy Toy IP Creation Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Trendy Toy IP Creation Services total market, 2021-2032, (USD Million)

Global Trendy Toy IP Creation Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Trendy Toy IP Creation Services total market, key domestic companies, and share, (USD Million)

Global Trendy Toy IP Creation Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Trendy Toy IP Creation Services total market by Type, CAGR, 2021-2032, (USD Million)

Global Trendy Toy IP Creation Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Trendy Toy IP Creation Services 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 POP MART, Disney, Sanrio, Hasbro, Pok?mon, Alpha Group, Tencent, NetEase, FINDING UNICORN, ToyCity, 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 Trendy Toy IP Creation Services 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 Trendy Toy IP Creation Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Trendy Toy IP Creation Services Market, Segmentation by Type:

Image IP

Content IP

Global Trendy Toy IP Creation Services Market, Segmentation by Based on IP Source and Licensing:

Original IP Creation

Mature IP Adaptation into Trendy Toys

Brand Collaboration Customization

Global Trendy Toy IP Creation Services Market, Segmentation by Business Model:

Design Buyout

Long-Term Copyright Cooperation Revenue Sharing

Platform Contract Incubation

Global Trendy Toy IP Creation Services Market, Segmentation by Application:

Independent Designer

Trendy Toy Manufacturer

Film and Animation Companies

Others

Companies Profiled:

POP MART

Disney

Sanlio

Hasbro

Pok?mon

Alpha Group

Tencent

NetEase

FINDING UNICORN

ToyCity

Beijing Block12 Culture Co.,Ltd

Key Questions Answered

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

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