

Global Trendy Toy IP Creation Services Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Trendy Toy IP Creation Services market size was valued at US\$ 1117 million in 2025 and is forecast to a readjusted size of US\$ 1713 million by 2032 with a CAGR of 6.3% during review period.

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 is a detailed and comprehensive analysis for global Trendy Toy IP Creation Services market. Both quantitative and qualitative analyses are presented by company, 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 Trendy Toy IP Creation Services market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Trendy Toy IP Creation Services market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Trendy Toy IP Creation Services market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Trendy Toy IP Creation Services market shares of main players, in revenue (\$ Million), 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 Trendy Toy IP Creation Services

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 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, Sanlio, 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.

Market segmentation

Trendy Toy IP Creation Services 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. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Image IP

Content IP

Market segment by Based on IP Source and Licensing

Original IP Creation

Mature IP Adaptation into Trendy Toys

Brand Collaboration Customization

Market segment by Business Model

Design Buyout

Long-Term Copyright Cooperation Revenue Sharing

Platform Contract Incubation

Market segment by Application

Independent Designer

Trendy Toy Manufacturer

Film and Animation Companies

Others

Market segment by players, this report covers

POP MART

Disney

Sanlio

Hasbro

Pok?mon

Alpha Group

Tencent

NetEase

FINDING UNICORN

ToyCity

Beijing Block12 Culture Co.,Ltd

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Trendy Toy IP Creation Services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Trendy Toy IP Creation Services, with revenue, gross margin, and global market share of Trendy Toy IP Creation Services from 2021 to 2026.

Chapter 3, the Trendy Toy IP Creation Services competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Trendy Toy IP Creation Services market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Trendy Toy IP Creation Services.

Chapter 13, to describe Trendy Toy IP Creation Services research findings and conclusion.

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