

Licensed Toy Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Licensed Toy Market was valued at USD 28.9 billion in 2023 and is projected to grow at a robust compound annual growth rate (CAGR) of 4.7% from 2024 to 2032. Innovations in technology, including augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), are becoming essential components of licensed toys, enhancing their interactivity and appeal. These tech-driven toys, often associated with well-known franchises, are fueling greater engagement and driving up demand among today's tech-savvy consumers.

The licensed toy market is segmented by product type, which includes action figures, dolls and plush toys, arts and crafts, games and puzzles, outdoor and sports toys, construction sets, educational toys, and more. Among these, the action figures segment was valued at USD 6.6 billion in 2023 and is expected to grow at a strong CAGR of 5.4% from 2024 to 2032. The enduring popularity of action figures, often tied to successful movie franchises, TV shows, and video games, ensures a constant flow of consumer interest. Companies focusing on high-quality, collectible action figures continue to cater to enthusiasts, significantly contributing to the sector's revenue generation.

From an end-use perspective, the licensed toy market is divided into individual and commercial categories. The commercial segment held 56% of the market share in 2023 and is anticipated to experience a growth rate of 4.8% from 2024 to 2032. Large retail chains and specialty toy stores play a crucial role in the distribution of licensed toys, ensuring widespread availability and securing prime shelf space for these coveted products. Moreover, collaborations with entertainment franchises often result in exclusive product launches, further boosting demand in the commercial sector. Many popular franchises strategically use licensed toys as a core part of their merchandise for

theme park attractions and events.

The U.S. licensed toy market was valued at USD 6.1 billion in 2023 and is projected to grow at a CAGR of 4.8% through 2032. As the home of major entertainment companies, the U.S. remains a central hub for licensed toys, particularly during the release of new content tied to popular franchises. The presence of avid collector communities and fan conventions continues to drive demand for licensed products, creating a dynamic and ever-evolving market. The U.S. is not only a key player in the licensed toy market but also a trendsetter, influencing global shifts in the industry.

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