

Action Figures Market Size, Share & Trends Analysis Report By Type (Superheroes, Anime Characters, Movie Characters), By End-user (Up To 8 Years, 9 - 15 Years, 15 Years & Above), By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Action Figures Market Growth & Trends

The global action figures market size is expected to reach USD 16.02 billion by 2030, registering a CAGR of 8.6% from 2023 to 2030, according to a new report by Grand View Research, Inc. The increasing inclination of children towards more interactive and self-engaging toys has fueled the demand for action toys. Moreover, the increasing popularity of some characters from films, comic book, video games, or television programs is expected to boost the demand for the product across the globe during the forecast period.

The outbreak of coronavirus around the world badly affected the global economy. In order to break the chain and spread of coronavirus, lockdown orders were imposed by various countries across the globe. As the pandemic took hold and parents were spending more time at home, toy sales were up and the big categories were games and puzzles, dolls and action figures, along with outdoor play in 2020.

In terms of value, the superheroes segment dominated the market and is expected to account for the largest market share during the forecast period. The increasing popularity of superheroes is quite obvious, considering that these fictional characters hold supernatural powers and extremely strong characteristics that appeal to children.

Moreover, the acceptance of these superheroes has increased after the release of a number of amazing DC and Marvel movies and series, which is expected to propel the market growth.

The online distribution channel segment is estimated to grow with the fastest CAGR during the forecast period. The growth of online channels can be attributed to factors such as improved internet connectivity and the advent of online shopping events, such as Black Friday and Cyber Monday. Moreover, online buying is made more appealing to consumers by its accessibility and convenience. Customers can shop from the convenience of their own homes. They can select from a variety of delivery alternatives and get a more specialized shopping experience. This can be expected to propel the market growth during the forecast period.

North America held the largest market share in 2021. The growing acceptance of action toys among kids has been significantly influenced by the popularity of Marvel and DC comic books and series characters. Manufacturers of action toys have been utilizing this opportunity and offering products to specifically meet such requirements. Moreover, the presence of the key players in action toys is expected to be the major factor driving the market growth in North America.

Companies in the industry are concentrating on the tactics like growth, mergers, and acquisitions in order to improve their market share and service footprint. The LEGO Group announced plans to spend more than \$1.0 billion to erect a new facility in Chesterfield County, Virginia, in June 2022.

Action Figures Market Report Highlights

The anime characters segment is expected to witness substantial growth during the forecast period with a CAGR of 9.4% from 2023 to 2030. The increasing popularity of comic books in developed and developing nations is propelling demand for action figures of anime characters

The 9 - 15 year end-user segment was valued at USD 4,616.8 million in 2022 and is expected to reach USD 8,726.2 million by 2030. The rapidly growing demand for superhero figures among the 9 to 15 years age group children is accelerating the market growth

The Asia Pacific market was valued a USD 1,894.8 million in 2022 and is expected to register a CAGR of 9.7% during the forecast period. The growth in

the region is majorly attributed to the increasing demand for toys in developing economies such as India and China

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