

# **Anime Figures And Action Toys Market Size, Share & Trends Analysis Report By Distribution Channel, By Age Group (5 Years & Above, Up to 8 Years, 9 - 15 Years), By Price Range (**

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## **Abstracts**

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### **Anime Figures & Action Toys Market Trends**

The global anime figures and action toys market size was estimated at USD 4,807.8 million in 2024 and is projected to grow at a CAGR of 9.3% from 2025 to 2030. The market growth is largely driven by the increasing global popularity of Japanese anime culture and the rising influence of streaming platforms showcasing anime content.

The surge in dedicated fan communities, collectibles culture, and limited-edition merchandise is further boosting adoption. Expanding e-commerce platforms and international conventions are enabling wider distribution and visibility of anime merchandise.

In addition, collaborations between anime studios and major toy manufacturers, along with growing demand for premium and customizable action figures, are fueling the expansion of the anime figures and action toys industry.

The increasing global fan base for anime and manga is reshaping the anime figures and

action toys industry. Consumers seek to express their fandom through collectibles, and the demand for high-quality, character-accurate figures has surged. The growing collector culture and enthusiasm for anime merchandise are driving strong market growth, as fans look to own physical representations of their favorite characters, thereby propelling the anime figures and action toys industry growth.

The expansion of e-commerce and direct-to-consumer retail channels is a major driver for the anime figures and action toys industry. With the increasing convenience of online shopping and access to exclusive merchandise through digital platforms, consumers can more easily purchase figures from international brands and niche series. Limited-edition drops, pre-orders, and fan-funded campaigns are also contributing to demand, allowing collectors and fans to access rare and custom-designed products, driving the expansion of the anime figures and action toys industry.

Furthermore, partnerships between anime production houses and global toy manufacturers are playing a crucial role in market growth. These collaborations lead to the creation of high-quality, officially licensed figures that appeal to both casual fans and serious collectors. Brands are leveraging popular anime franchises to launch themed merchandise lines, and the resulting brand synergy is creating sustained demand across different demographics. Anime continues to gain mainstream appeal worldwide, and the resulting growth in merchandising partnerships is significantly boosting the market growth.

Moreover, technological advancements in manufacturing, such as 3D printing and improved molding techniques, are enhancing the quality and customization of anime figures and action toys. These innovations allow for greater detail, articulation, and variety in product lines, catering to a wider range of consumer preferences. From poseable action figures to hyper-detailed statues, technology is enabling the production of collectibles that meet the evolving expectations of anime enthusiasts. This increasing sophistication in product design and production is contributing to the rapid growth of the anime figures and action toys industry.

## Global Anime Figures And Action Toys Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest technological trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global anime figures and action toys market report based on distribution channel, age group, price range, and region:

## Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Hypermarkets & Supermarkets

Specialty Stores

Online/ E-commerce

Others

## Age Group Outlook (Revenue, USD Million, 2018 - 2030)

Up to 8 Years

9 - 15 Years

5 Years & Above

## Price Range Outlook (Revenue, USD Million, 2018 - 2030)

USD 50 - USD 150

USD 150 - USD 500

> USD 500

## Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

South Korea

Australia

Latin America

Brazil

Middle East & Africa

Saudi Arabia

South Africa

UAE

Japan

## **Companies Mentioned**

Bandai Namco Holdings Inc.

Hasbro.

Diamond Select Toys.

KOTOBUKIYA

MAX FACTORY

Playmates Toys Ltd.

JAKKS Pacific, Inc.  
Good Smile Company, Inc.  
Aniplex Inc.  
Spin Master.  
McFarlane Toys

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