

Anime Merchandising Market Size, Share & Trends Analysis Report By Product (Figurine, Clothing, Books, Board Games & Toys, Posters), By Distribution Channel (Online, Offline), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/AEE1381C52C3EN.html>

Date: March 2026

Pages: 150

Price: US\$ 4,950.00 (Single User License)

ID: AEE1381C52C3EN

Abstracts

The global anime merchandising market size was estimated at USD 12,038.9 million in 2025 and is projected to reach USD 23,942.4 million by 2033, growing at a CAGR of 8.8% from 2026 to 2033. This growth is driven by the increasing monetization of anime intellectual property through licensing and partnerships, the rising demand for personalized, on-demand merchandise, and the strong influence of fan communities on social media, which boosts product visibility and sales.

The growth is driven by rapid advancements in digital commerce and content distribution, including the expansion of global streaming platforms, AI-driven personalization in online retail, and the growing integration of augmented reality (AR) and virtual experiences, which are enhancing fan engagement and purchasing behavior. The increasing shift toward direct-to-consumer (DTC) models, combined with the development of limited-edition and digitally authenticated collectibles such as NFTs, is enabling more targeted and high-value merchandise offerings. Additionally, the rising collaboration between anime studios and global fashion, gaming, and lifestyle brands is creating cross-industry product innovations, thereby accelerating the overall expansion of the industry.

The rising expansion of global anime streaming ecosystems, including platforms such as Crunchyroll, Netflix, and Disney+, is anticipated to significantly boost content

accessibility, broaden international fanbases, and drive merchandise demand across multiple regions. The increasing availability of simulcast releases, multilingual dubbing, and region-specific content libraries is strengthening fan engagement and accelerating consumption cycles. This growing digital exposure, combined with rising demand for character-based products, limited-edition collectibles, and franchise-driven merchandise, is fueling the global expansion of the industry.

Additionally, the rapid evolution of e-commerce infrastructure and direct-to-consumer (DTC) sales models is transforming merchandise distribution and accessibility. The increasing integration of AI-driven recommendation engines, personalized marketing strategies, and influencer-led promotions is improving customer targeting and conversion rates. The growing demand for exclusive product drops, subscription-based merchandise boxes, and online fan communities is enhancing consumer engagement while enabling companies to scale operations efficiently and expand their global reach.

Moreover, the increasing collaboration between anime studios and global fashion, gaming, and lifestyle brands, including partnerships with companies such as Uniqlo and Bandai Namco Holdings, is driving product innovation and premiumization in the market. The rising adoption of sustainable materials, high-quality manufacturing techniques, and limited-edition co-branded merchandise is elevating product value and brand appeal. The growing focus on experiential retail, pop-up stores, and anime conventions, combined with the emergence of digital collectibles and blockchain-authenticated merchandise, is strengthening brand loyalty and creating new revenue streams, thereby accelerating the overall growth of the anime merchandising industry.

Global Anime Merchandising Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest technology trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global anime merchandising market report based on product, distribution channel, and region:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Figurine

Clothing

Books

Board Games & Toys

Posters

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Online

Offline

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Europe

UK

Germany

France

Asia Pacific

China

India

South Korea

Australia

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

UAE

Japan

This report can be delivered to the clients within 6 Business Days

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definitions
- 1.3. Information Procurement
 - 1.3.1. Information analysis
 - 1.3.2. Market formulation & data visualization
 - 1.3.3. Data validation & publishing
- 1.4. Research Scope and Assumptions
 - 1.4.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Anime Merchandising Market Snapshot
- 2.2. Anime Merchandising Market- Segment Snapshot (1/2)
- 2.3. Anime Merchandising Market- Segment Snapshot (2/2)
- 2.4. Anime Merchandising Market- Competitive Landscape Snapshot

CHAPTER 3. ANIME MERCHANDISING MARKET - INDUSTRY OUTLOOK

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Industry Challenges
 - 3.3.4. Industry Opportunities
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's five forces analysis
 - 3.4.2. Macroeconomic analysis

CHAPTER 4. ANIME MERCHANDISING MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. Anime Merchandising Market: Product Movement Analysis, 2025 & 2033 (USD Million)

4.3. Figurine

4.3.1. Figurine Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

4.4. Clothing

4.4.1. Clothing Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

4.5. Books

4.5.1. Books Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

4.6. Board Games & Toys

4.6.1. Board Games & Toys Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

4.7. Posters

4.7.1. Posters Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

4.8. Others

4.8.1. Others Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 5. ANIME MERCHANDISING MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

5.1. Segment Dashboard

5.2. Anime Merchandising Market: Distribution Channel Movement Analysis, 2025 & 2033 (USD Million)

5.3. Online

5.3.1. Online Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

5.4. Offline

5.4.1. Offline Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 6. REGIONAL ESTIMATES & TREND ANALYSIS

6.1. Anime Merchandising Market by Region, 2025 & 2033

6.2. North America

6.2.1. North America Anime Merchandising Market Estimates & Forecasts, 2021 - 2033 (USD Million)

6.2.2. U.S.

6.2.2.1. U.S. Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.2.3. Canada

6.2.3.1. Canada Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.3. Europe

6.3.1. Europe Anime Merchandising Market Estimates and Forecasts, 2021 - 2033

(USD Million)

6.3.2. U.K.

6.3.2.1. U.K. Anime Merchandising Market Estimates and Forecasts, 2021 - 2033

(USD Million)

6.3.3. Germany

6.3.3.1. Germany Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.3.4. France

6.3.4.1. France Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.4. Asia Pacific

6.4.1. Asia Pacific Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.4.2. China

6.4.2.1. China Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.4.3. India

6.4.3.1. India Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.4.4. South Korea

6.4.4.1. South Korea Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.4.5. Australia

6.4.5.1. Australia Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.5. Latin America

6.5.1. Latin America Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.5.2. Brazil

6.5.2.1. Brazil Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.5.3. Mexico

6.5.3.1. Mexico Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.6. Middle East and Africa

6.6.1. Middle East and Africa Anime Merchandising Market Estimates and Forecasts, 2021 - 2033 (USD Million)

6.6.2. Saudi Arabia

6.6.2.1. Saudi Arabia Anime Merchandising Market Estimates and Forecasts, 2021 -

2033 (USD Million)

6.6.3. UAE

6.6.3.1. UAE Anime Merchandising Market Estimates and Forecasts, 2021 - 2033
(USD Million)

6.7. Japan

6.7.1. Japan Anime Merchandising Market Estimates and Forecasts, 2021 - 2033
(USD Million)

CHAPTER 7. ANIME MERCHANDISING MARKET - COMPETITIVE LANDSCAPE

7.1. Company Categorization

7.2. Company Market Positioning

7.3. Company Heat Map Analysis

7.4. Company Profiles/Listing

7.4.1. Studio Ghibli, Inc.

7.4.1.1. Participant's Overview

7.4.1.2. Financial Performance

7.4.1.3. Product Benchmarking

7.4.1.4. Recent Developments

7.4.2. Bandai Namco Filmworks Inc.

7.4.2.1. Participant's Overview

7.4.2.2. Financial Performance

7.4.2.3. Product Benchmarking

7.4.2.4. Recent Developments

7.4.3. Crunchyroll (Sony Pictures Entertainment Inc.)

7.4.3.1. Participant's Overview

7.4.3.2. Financial Performance

7.4.3.3. Product Benchmarking

7.4.3.4. Recent Developments

7.4.4. Good Smile Company, Inc.

7.4.4.1. Participant's Overview

7.4.4.2. Financial Performance

7.4.4.3. Product Benchmarking

7.4.4.4. Recent Developments

7.4.5. Sentai Holdings, LLC (AMC Networks)

7.4.5.1. Participant's Overview

7.4.5.2. Financial Performance

7.4.5.3. Product Benchmarking

7.4.5.4. Recent Developments

7.4.6. Ufotable Co., Ltd.

7.4.6.1. Participant's Overview

7.4.6.2. Financial Performance

7.4.6.3. Product Benchmarking

7.4.6.4. Recent Developments

7.4.7. Atomic Flare

7.4.7.1. Participant's Overview

7.4.7.2. Financial Performance

7.4.7.3. Product Benchmarking

7.4.7.4. Recent Developments

7.4.8. MegaHouse (Bandai Namco Filmworks Inc.)

7.4.8.1. Participant's Overview

7.4.8.2. Financial Performance

7.4.8.3. Product Benchmarking

7.4.8.4. Recent Developments

7.4.9. MAX FACTORY, INC.

7.4.9.1. Participant's Overview

7.4.9.2. Financial Performance

7.4.9.3. Product Benchmarking

7.4.9.4. Recent Developments

7.4.10. Alter Co., Ltd.

7.4.10.1. Participant's Overview

7.4.10.2. Financial Performance

7.4.10.3. Product Benchmarking

7.4.10.4. Recent Developments

7.4.11. BANDAI SPIRITS CO., LTD.

7.4.11.1. Participant's Overview

7.4.11.2. Financial Performance

7.4.11.3. Product Benchmarking

7.4.11.4. Recent Developments

7.4.12. Bioworld Merchandising, Inc.

7.4.12.1. Participant's Overview

7.4.12.2. Financial Performance

7.4.12.3. Product Benchmarking

7.4.12.4. Recent Developments

7.4.13. Stronger Co., Ltd.

7.4.13.1. Participant's Overview

7.4.13.2. Financial Performance

7.4.13.3. Product Benchmarking

7.4.13.4. Recent Developments

7.4.14. Aniplex Inc. (Sony Pictures Entertainment Inc.)

7.4.14.1. Participant's Overview

7.4.14.2. Financial Performance

7.4.14.3. Product Benchmarking

7.4.14.4. Recent Developments

7.4.15. Medicom Toy Co., Ltd.

7.4.15.1. Participant's Overview

7.4.15.2. Financial Performance

7.4.15.3. Product Benchmarking

7.4.15.4. Recent Development?

List Of Tables

LIST OF TABLES

- Table 1 Global Anime Merchandising Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 2 Global Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)
- Table 3 Global Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)
- Table 4 Figurine Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 5 Clothing Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 6 Books Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 7 Board Games & Toys Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 8 Posters Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 9 Others Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 10 Online Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 11 Offline Market Size Estimates & Forecasts, 2021 - 2033 (USD Million)
- Table 12 North America Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)
- Table 13 North America Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)
- Table 14 U.S. Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)
- Table 15 U.S. Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)
- Table 16 Canada Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)
- Table 17 Canada Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)
- Table 18 Europe Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)
- Table 19 Europe Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)
- Table 20 U.K. Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)
- Table 21 U.K. Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)
- Table 22 Germany Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)
- Table 23 Germany Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)
- Table 24 France Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 25 France Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 26 Asia-Pacific Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 27 Asia-Pacific Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 28 China Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 29 China Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 30 India Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 31 India Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 32 South Korea Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 33 South Korea Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 34 Australia Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 35 Australia Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 36 Latin America Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 37 Latin America Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 38 Brazil Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 39 Brazil Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 40 Mexico Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 41 Mexico Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 42 UAE Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 43 UAE Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 44 Saudi Arabia Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 45 Saudi Arabia Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

Table 46 Japan Anime Merchandising Market, By Product, 2021 - 2033 (USD Million)

Table 47 Japan Anime Merchandising Market, By Distribution Channel, 2021 - 2033 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Anime merchandising market segmentation
- Fig. 2 Information procurement
- Fig. 3 Data analysis models
- Fig. 4 Market formulation and validation
- Fig. 5 Data validating & publishing
- Fig. 6 Anime merchandising market snapshot
- Fig. 7 Anime merchandising market segment snapshot
- Fig. 8 Anime merchandising market competitive landscape snapshot
- Fig. 9 Market research process
- Fig. 10 Market driver relevance analysis (current & future impact)
- Fig. 11 Market restraint relevance analysis (current & future impact)
- Fig. 12 Anime merchandising market, by product, key takeaways, 2021 - 2033, revenue (USD Million)
- Fig. 13 Anime merchandising market, by product: market share, 2025 & 2033
- Fig. 14 Figurine market estimates & forecasts, 2021 - 2033 (USD Million)
- Fig. 15 Clothing market estimates & forecasts, 2021 - 2033 (USD Million)
- Fig. 16 Books market estimates & forecasts, 2021 - 2033 (USD Million)
- Fig. 17 Board Games & Toys market estimates & forecasts, 2021 - 2033 (USD Million)
- Fig. 18 Posters market estimates & forecasts, 2021 - 2033 (USD Million)
- Fig. 19 Others market estimates & forecasts, 2021 - 2033 (USD Million)
- Fig. 20 Anime merchandising market, by distribution channel, key takeaways, 2021 - 2033, revenue (USD Million)
- Fig. 21 Anime merchandising market, by distribution channel: market share, 2025 & 2033
- Fig. 22 Online market estimates & forecasts, 2021 - 2033 (USD Million)
- Fig. 23 Offline market estimates & forecasts, 2021 - 2033 (USD Million)
- Fig. 24 Regional marketplace: key takeaways
- Fig. 25 North America anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)
- Fig. 26 U.S. anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)
- Fig. 27 Canada anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)
- Fig. 28 Europe anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 29 Germany anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 30 U.K. anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 31 France anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 32 Asia Pacific anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 33 China anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 34 India anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 35 South Korea anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 36 Australia anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 37 Latin America anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 38 Brazil anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 39 Mexico anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 40 MEA anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 41 UAE anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 42 Saudi Arabia anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 43 Japan anime merchandising market estimates & forecast, 2021 - 2033 (USD Million)

Fig. 44 Key company categorization

Fig. 45 Strategy framework

I would like to order

Product name: Anime Merchandising Market Size, Share & Trends Analysis Report By Product (Figurine, Clothing, Books, Board Games & Toys, Posters), By Distribution Channel (Online, Offline), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2026 - 2033

Product link: <https://marketpublishers.com/r/AEE1381C52C3EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AEE1381C52C3EN.html>