

U.S. Action Figures Market Size, Share & Trends Analysis Report By Type (Superheroes, Movie Characters), By End-user (Up To 8 Years, 9 - 15 Years, 15 Years & Above), By Distribution Channel, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Action Figures Market Growth & Trends

The U.S. action figures market size is expected to reach USD 4.39 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 6.4% from 2025 to 2030. The demand for action figures is driven by nostalgia. Many adults who grew up in the golden age of action figures during the 1980s and 1990s are now returning to the hobby as collectors. These consumers often seek figures that remind them of their childhood, such as characters from classic franchises like Star Wars, G.I. Joe, and Transformers. Manufacturers have capitalized on this trend by re-releasing vintage-style figures and creating premium collectible lines with enhanced details, appealing to this demographic.

The rise of blockbuster movies, streaming series, and extended cinematic universes has significantly boosted the popularity of action figures. Franchises like Marvel, DC, and Star Wars continue to dominate the entertainment landscape, with new movies and series frequently introducing fresh characters and designs. Fans often seek their own physical representations of their favorite characters, leading to a surge in action figure sales. In addition, partnerships between toy manufacturers and entertainment companies have resulted in exclusive and limited-edition releases, further fueling demand.

For instance, in August 2024, Hasbro revealed a new series of 6-inch Marvel Legends action figures inspired by *Spider-Man: Across the Spider-Verse*. The lineup featured popular characters like Miles Morales, Spider-Gwen, Spider-Punk, Pavitr Prabhakar, and Spider-Man 2099, each with character-inspired accessories and over 20 points of articulation for dynamic posing. Designed for collectors and fans, these figures included premium detailing and come in collectible packaging.

The action figure market has diversified its audience, attracting children, adult collectors, and hobbyists. Companies are increasingly designing products that cater to both groups, such as budget-friendly figures for kids and highly detailed, premium figures for collectors. This dual-market strategy has broadened the appeal of action figures, ensuring sustained growth across different consumer segments.

The growing demand for action figures in the U.S. market highlights the enduring appeal of these collectibles across generations. As nostalgia, pop culture, and innovative design continue to drive interest, the action figure industry is poised for sustained growth. Brands that leverage these trends by offering diverse, high-quality products and engaging with their audiences through social media and events will be well-positioned to thrive in this dynamic market.

U.S. Action Figures Market Report Highlights

Superheroes accounted for a significant share of the U.S. market. The expansion of superhero content beyond traditional comics, such as streaming platforms offering superhero-based series, and the rise of comic conventions have created more opportunities for fans to interact with the superhero universe. In addition, the collectible nature of superhero action figures, especially limited-edition releases, has made them highly desirable among adult collectors.

The 9 - 15 years end user for action figures is expected to grow significantly from 2025 to 2030. The strong connection between children in this age group and popular media franchises, particularly in the worlds of

superheroes, anime, and science fiction, drives the segment's growth. Movies, TV shows, and video games based on well-known intellectual properties such as Marvel, Star Wars, Dragon Ball Z, and Transformers significantly influence this demographic's interests

Hypermarkets & supermarket sales of action figures accounted for a majority market share in the industry. Many of the major toy manufacturers have recognized the reach and accessibility of hypermarkets and supermarkets and have expanded their product offerings to include action figures from popular franchises like Marvel, Star Wars, Transformers, and Disney. With the presence of these well-known and highly desired products, hypermarkets and supermarkets can attract a broad customer base, increasing foot traffic and stimulating sales

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