

U.S. Trading Cards Market Size, Share & Trends Analysis Report By Type (Physical Cards, Autograph Card), By Category (Sports, Gaming, Entertainment), By Time Frame (Vintage, Modern, Contemporary), By Distribution Channel (Offline, Online), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. trading cards market size was estimated at USD 10.54 billion in 2025 and is projected to reach USD 17.82 billion by 2033, growing at a CAGR of 6.9% from 2026 to 2033. The market is witnessing strong momentum, driven by a resurgence in collector culture and increasing participation from both new and returning consumers.

Younger demographics are engaging with trading cards through digital communities, social media trends, and live “card break” events, transforming collecting into a highly interactive, shared experience. At the same time, older collectors are re-entering the market, driven by nostalgia and long-term attachment to sports leagues and entertainment franchises. According to an article published on Sports Illustrated in September 2025, the trading card market recorded its highest-ever monthly sales volume, exceeding USD 300 million, highlighting the scale of renewed demand and sustained consumer activity across the U.S. This surge reflects both increased transaction frequency and higher-value purchases, reinforcing the market’s strong growth trajectory.

The increasing perception of trading cards as alternative investment assets is also playing a critical role in the expansion of the U.S. trading cards industry. Consumers are increasingly viewing rare and graded cards as stores of value, like collectibles such as sneakers, watches, and art. According to an article published in Sportico in January

2025, Fanatics reported significant year-on-year growth in its collectibles business, supported by rising demand for licensed trading cards, indicating strong commercial momentum and investor participation. Collectors are becoming more strategic in their purchasing decisions, focusing on factors such as scarcity, player performance, grading quality, and long-term appreciation potential. This shift is transforming trading cards from casual hobby items into portfolio-driven assets, attracting both enthusiasts and financially motivated buyers.

Retail expansion and mainstream accessibility are further accelerating growth across the U.S. trading cards market. Major retailers are increasingly allocating shelf space and promotional focus to trading cards, recognizing their growing consumer demand. According to an article published on CNBC in October 2025, retailers such as Walmart and Target have experienced a sharp rise in trading card sales, with demand levels comparable to major sports seasons like the NFL, underscoring the category's importance in mass retail. This widespread availability across physical stores, combined with strong e-commerce penetration, is enabling greater consumer access and supporting higher purchase frequency. Online platforms, auctions, and peer-to-peer marketplaces are also improving liquidity and price transparency, allowing collectors to buy, sell, and trade cards more efficiently.

The market is further evolving through continuous product innovation and strategic partnerships that expand consumer engagement. Companies are introducing new card formats, exclusive releases, and licensed collaborations to maintain interest and drive repeat purchases. For instance, according to an announcement published on Panini America in January 2026, Panini entered into a multi-year exclusive agreement to develop new trading card products, strengthening its portfolio and market presence. In addition, strong backing from major sports leagues and entertainment properties continues to drive sustained demand, as trading cards associated with popular athletes, teams, and franchises benefit from ongoing media exposure and fan loyalty. This combination of cultural relevance, investment appeal, retail expansion, and product innovation is collectively reinforcing the long-term market growth.

U.S. Trading Cards Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the U.S. trading cards market report based on type, category, time frame, and distribution channel:

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Physical Cards

Autograph card

Category Outlook (Revenue, USD Billion, 2021 - 2033)

Sports

Gaming

Entertainment

Others

Time Frame Outlook (Revenue, USD Billion, 2021 - 2033)

Vintage

Modern

Contemporary

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

Offline

Specialty Stores

Auctions

Peer-To-Peer

Online

This report can be delivered to the clients within 5 Business Days

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