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Global AI Companion Toy Market Growth 2026-2032

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Abstracts

The global AI Companion Toy market size is predicted to grow from US$ 2743 million in 2025 to US$ 5619 million in 2032; it is expected to grow at a CAGR of 11.0% from 2026 to 2032.

AI companion toys refer to children's toys that integrate artificial intelligence technology. These toys can provide children with rich interactive experiences through functions such as voice recognition, voice synthesis, emotional interaction, and natural language processing. With the continuous development and application of AI technology, the market size of AI companion toys is expected to continue to expand and become a new growth point in the toy industry. There are many types of AI companion toys on the market, each with its own characteristics, meeting the needs of children in different aspects. At the same time, more and more companies have begun to get involved in the field of AI companion toys, launching a number of competitive products, and promoting the prosperity and development of the market.

United States market for AI Companion Toy is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AI Companion Toy is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for AI Companion Toy is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key AI Companion Toy players cover Sony Corporation, The Lego Group, Casio, Ortomi, Tesla, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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LP Information, Inc. (LPI) ' newest research report, the ?AI Companion Toy Industry Forecast? looks at past sales and reviews total world AI Companion Toy sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Companion Toy sales for 2026 through 2032. With AI Companion Toy sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI Companion Toy industry.

This Insight Report provides a comprehensive analysis of the global AI Companion Toy landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on AI Companion Toy portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global AI Companion Toy market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Companion Toy and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI Companion Toy.

This report presents a comprehensive overview, market shares, and growth opportunities of AI Companion Toy market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

AI Plush Toys

Smart Conversation Box

Pendant Toys

Robot Toys

Others

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Segmentation by Application:

- Online Sales
- Specialty Stores
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Sony Corporation

The Lego Group

Casio

Ortomi

Tesla

Hasbro

ByteDance

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FoloToy

Haivivi

Yijia Yiban

Luobo Intelligence

Shenzhen Jiazhiheng Technology Co., LTD

Aofei Entertainment

Key Questions Addressed in this Report

What is the 10-year outlook for the global AI Companion Toy market?
What factors are driving AI Companion Toy market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do AI Companion Toy market opportunities vary by end market size?
How does AI Companion Toy break out by Type, by Application?

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