

Global AI-Powered Plush/Companion Toys Market Growth 2026-2032

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Abstracts

The global AI-Powered Plush/Companion Toys market size is predicted to grow from US\$ 165 million in 2025 to US\$ 639 million in 2032; it is expected to grow at a CAGR of 21.1% from 2026 to 2032.

AI plush / emotional companion toys are physical plush, soft-bodied, or furry companion devices that embed microphones, speakers, touch/motion/light sensors, and increasingly local/cloud ASR, TTS, LLMs, character systems, and mobile apps to deliver ongoing conversation, emotional feedback, memory/personality growth, and companionship. Upstream includes plush shells and filling, SoC/MCU, Wi-Fi/Bluetooth/cellular modules, batteries, microphones/speakers, touch and IMU sensors, AI speech/model software, apps/cloud/OTA, and safety/compliance; midstream is branded device makers plus OEM/ODM manufacturers; downstream is primarily families with children, young adults buying emotional value, eldercare/ADRD care, and some healthcare/institutional settings.

In pricing, China's mass-market AI toys are often RMB 300-600, while public official samples span roughly US\$36-76 at OEM level and US\$79-299 at branded DTC level. Branded hardware in this niche likely targets roughly 40%-60% hardware gross margin.

United States market for AI-Powered Plush/Companion Toys 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-Powered Plush/Companion Toys 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-Powered Plush/Companion Toys 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-Powered Plush/Companion Toys players cover Ageless Innovation, Robopoet, FoloToy, Casio, Curio Interactive, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global AI-Powered Plush/Companion Toys 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-Powered Plush/Companion Toys portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AI-Powered Plush/Companion Toys market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI-Powered Plush/Companion Toys and breaks down the forecast by Type, by Channel Structure, 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-Powered Plush/Companion Toys.

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

Segmentation by Type:

AI Plush Toys

Portable AI Plush Companion Keychains

Other

Segmentation by User Profile:

Parent-Child Companionship for Young Children (Approximately 3?6 Years Old)

Light Education + Expression Training for School-Aged Children (Approximately 6?12 Years Old)

Emotional Companionship for All Ages (Teenagers/Young Adults/Family Members)

Companionship for The Elderly

Others

Segmentation by Use Cases:

Family Companionship

Elderly Care Facilities

Out-of-Home Care/Social Interaction

Others

Segmentation by Channel Structure:

Brand's Own Online Sales

Distributor Online Sales

Offline Sales in Supermarkets and Other 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

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.

Ageless Innovation

Robopoet

FoloToy

Casio

Curio Interactive

Fawn Friends

Hugbibi

SuperMate

Dongguan Junou Toys

GROOVE X?LOVOT?

Shifeng

Ropet

Elephant Robotics

Key Questions Addressed in this Report

What is the 10-year outlook for the global AI-Powered Plush/Companion Toys market?

What factors are driving AI-Powered Plush/Companion Toys market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do AI-Powered Plush/Companion Toys market opportunities vary by end market size?

How does AI-Powered Plush/Companion Toys break out by Type, by Channel Structure?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global AI-Powered Plush/Companion Toys Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for AI-Powered Plush/Companion Toys by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for AI-Powered Plush/Companion Toys by Country/Region, 2021, 2025 & 2032

2.2 AI-Powered Plush/Companion Toys Segment by Type

- 2.2.1 AI Plush Toys
 - 2.2.2 Portable AI Plush Companion Keychains
 - 2.2.3 Other
 - 2.2.4 AI-Powered Plush/Companion Toys Sales by Type
 - 2.2.4.1 Global AI-Powered Plush/Companion Toys Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global AI-Powered Plush/Companion Toys Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global AI-Powered Plush/Companion Toys Sale Price by Type (2021-2026)
- #### 2.3 AI-Powered Plush/Companion Toys Segment by User Profile
- 2.3.1 Parent-Child Companionship for Young Children (Approximately 3?6 Years Old)
 - 2.3.2 Light Education + Expression Training for School-Aged Children (Approximately 6?12 Years Old)
 - 2.3.3 Emotional Companionship for All Ages (Teenagers/Young Adults/Family Members)
 - 2.3.4 Companionship for The Elderly
 - 2.3.5 Others

2.3.6 AI-Powered Plush/Companion Toys Sales by User Profile

2.3.6.1 Global AI-Powered Plush/Companion Toys Sales Market Share by User Profile (2021-2026)

2.3.6.2 Global AI-Powered Plush/Companion Toys Revenue and Market Share by User Profile (2021-2026)

2.3.6.3 Global AI-Powered Plush/Companion Toys Sale Price by User Profile (2021-2026)

2.4 AI-Powered Plush/Companion Toys Segment by Use Cases

2.4.1 Family Companionship

2.4.2 Elderly Care Facilities

2.4.3 Out-of-Home Care/Social Interaction

2.4.4 Others

2.4.5 AI-Powered Plush/Companion Toys Sales by Use Cases

2.4.5.1 Global AI-Powered Plush/Companion Toys Sales Market Share by Use Cases (2021-2026)

2.4.5.2 Global AI-Powered Plush/Companion Toys Revenue and Market Share by Use Cases (2021-2026)

2.4.5.3 Global AI-Powered Plush/Companion Toys Sale Price by Use Cases (2021-2026)

2.5 AI-Powered Plush/Companion Toys Segment by Channel Structure

2.5.1 Brand's Own Online Sales

2.5.2 Distributor Online Sales

2.5.3 Offline Sales in Supermarkets and Other Stores

2.5.4 Others

2.5.5 AI-Powered Plush/Companion Toys Sales by Channel Structure

2.5.5.1 Global AI-Powered Plush/Companion Toys Sale Market Share by Channel Structure (2021-2026)

2.5.5.2 Global AI-Powered Plush/Companion Toys Revenue and Market Share by Channel Structure (2021-2026)

2.5.5.3 Global AI-Powered Plush/Companion Toys Sale Price by Channel Structure (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global AI-Powered Plush/Companion Toys Breakdown Data by Company

3.1.1 Global AI-Powered Plush/Companion Toys Annual Sales by Company (2021-2026)

3.1.2 Global AI-Powered Plush/Companion Toys Sales Market Share by Company (2021-2026)

3.2 Global AI-Powered Plush/Companion Toys Annual Revenue by Company (2021-2026)

3.2.1 Global AI-Powered Plush/Companion Toys Revenue by Company (2021-2026)

3.2.2 Global AI-Powered Plush/Companion Toys Revenue Market Share by Company (2021-2026)

3.3 Global AI-Powered Plush/Companion Toys Sale Price by Company

3.4 Key Manufacturers AI-Powered Plush/Companion Toys Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers AI-Powered Plush/Companion Toys Product Location Distribution

3.4.2 Players AI-Powered Plush/Companion Toys Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR AI-POWERED PLUSH/COMPANION TOYS BY GEOGRAPHIC REGION

4.1 World Historic AI-Powered Plush/Companion Toys Market Size by Geographic Region (2021-2026)

4.1.1 Global AI-Powered Plush/Companion Toys Annual Sales by Geographic Region (2021-2026)

4.1.2 Global AI-Powered Plush/Companion Toys Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic AI-Powered Plush/Companion Toys Market Size by Country/Region (2021-2026)

4.2.1 Global AI-Powered Plush/Companion Toys Annual Sales by Country/Region (2021-2026)

4.2.2 Global AI-Powered Plush/Companion Toys Annual Revenue by Country/Region (2021-2026)

4.3 Americas AI-Powered Plush/Companion Toys Sales Growth

4.4 APAC AI-Powered Plush/Companion Toys Sales Growth

4.5 Europe AI-Powered Plush/Companion Toys Sales Growth

4.6 Middle East & Africa AI-Powered Plush/Companion Toys Sales Growth

5 AMERICAS

5.1 Americas AI-Powered Plush/Companion Toys Sales by Country

5.1.1 Americas AI-Powered Plush/Companion Toys Sales by Country (2021-2026)

5.1.2 Americas AI-Powered Plush/Companion Toys Revenue by Country (2021-2026)

5.2 Americas AI-Powered Plush/Companion Toys Sales by Type (2021-2026)

5.3 Americas AI-Powered Plush/Companion Toys Sales by Channel Structure (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC AI-Powered Plush/Companion Toys Sales by Region

6.1.1 APAC AI-Powered Plush/Companion Toys Sales by Region (2021-2026)

6.1.2 APAC AI-Powered Plush/Companion Toys Revenue by Region (2021-2026)

6.2 APAC AI-Powered Plush/Companion Toys Sales by Type (2021-2026)

6.3 APAC AI-Powered Plush/Companion Toys Sales by Channel Structure (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe AI-Powered Plush/Companion Toys by Country

7.1.1 Europe AI-Powered Plush/Companion Toys Sales by Country (2021-2026)

7.1.2 Europe AI-Powered Plush/Companion Toys Revenue by Country (2021-2026)

7.2 Europe AI-Powered Plush/Companion Toys Sales by Type (2021-2026)

7.3 Europe AI-Powered Plush/Companion Toys Sales by Channel Structure (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa AI-Powered Plush/Companion Toys by Country

8.1.1 Middle East & Africa AI-Powered Plush/Companion Toys Sales by Country (2021-2026)

8.1.2 Middle East & Africa AI-Powered Plush/Companion Toys Revenue by Country (2021-2026)

8.2 Middle East & Africa AI-Powered Plush/Companion Toys Sales by Type (2021-2026)

8.3 Middle East & Africa AI-Powered Plush/Companion Toys Sales by Channel Structure (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of AI-Powered Plush/Companion Toys

10.3 Manufacturing Process Analysis of AI-Powered Plush/Companion Toys

10.4 Industry Chain Structure of AI-Powered Plush/Companion Toys

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 AI-Powered Plush/Companion Toys Distributors

11.3 AI-Powered Plush/Companion Toys Customer

12 WORLD FORECAST REVIEW FOR AI-POWERED PLUSH/COMPANION TOYS BY GEOGRAPHIC REGION

- 12.1 Global AI-Powered Plush/Companion Toys Market Size Forecast by Region
 - 12.1.1 Global AI-Powered Plush/Companion Toys Forecast by Region (2027-2032)
 - 12.1.2 Global AI-Powered Plush/Companion Toys Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global AI-Powered Plush/Companion Toys Forecast by Type (2027-2032)
- 12.7 Global AI-Powered Plush/Companion Toys Forecast by Channel Structure (2027-2032)

13 KEY PLAYERS ANALYSIS

- 13.1 Ageless Innovation
 - 13.1.1 Ageless Innovation Company Information
 - 13.1.2 Ageless Innovation AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.1.3 Ageless Innovation AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.1.4 Ageless Innovation Main Business Overview
 - 13.1.5 Ageless Innovation Latest Developments
- 13.2 Robopoet
 - 13.2.1 Robopoet Company Information
 - 13.2.2 Robopoet AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.2.3 Robopoet AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 Robopoet Main Business Overview
 - 13.2.5 Robopoet Latest Developments
- 13.3 FoloToy
 - 13.3.1 FoloToy Company Information
 - 13.3.2 FoloToy AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.3.3 FoloToy AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.3.4 FoloToy Main Business Overview
- 13.3.5 FoloToy Latest Developments
- 13.4 Casio
 - 13.4.1 Casio Company Information
 - 13.4.2 Casio AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.4.3 Casio AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Casio Main Business Overview
 - 13.4.5 Casio Latest Developments
- 13.5 Curio Interactive
 - 13.5.1 Curio Interactive Company Information
 - 13.5.2 Curio Interactive AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.5.3 Curio Interactive AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Curio Interactive Main Business Overview
 - 13.5.5 Curio Interactive Latest Developments
- 13.6 Fawn Friends
 - 13.6.1 Fawn Friends Company Information
 - 13.6.2 Fawn Friends AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.6.3 Fawn Friends AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 Fawn Friends Main Business Overview
 - 13.6.5 Fawn Friends Latest Developments
- 13.7 Hugbibi
 - 13.7.1 Hugbibi Company Information
 - 13.7.2 Hugbibi AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.7.3 Hugbibi AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Hugbibi Main Business Overview
 - 13.7.5 Hugbibi Latest Developments
- 13.8 SuperMate
 - 13.8.1 SuperMate Company Information
 - 13.8.2 SuperMate AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.8.3 SuperMate AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.8.4 SuperMate Main Business Overview
- 13.8.5 SuperMate Latest Developments
- 13.9 Dongguan Junou Toys
 - 13.9.1 Dongguan Junou Toys Company Information
 - 13.9.2 Dongguan Junou Toys AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.9.3 Dongguan Junou Toys AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.9.4 Dongguan Junou Toys Main Business Overview
 - 13.9.5 Dongguan Junou Toys Latest Developments
- 13.10 GROOVE X?LOVOT?
 - 13.10.1 GROOVE X?LOVOT? Company Information
 - 13.10.2 GROOVE X?LOVOT? AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.10.3 GROOVE X?LOVOT? AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 GROOVE X?LOVOT? Main Business Overview
 - 13.10.5 GROOVE X?LOVOT? Latest Developments
- 13.11 Shifeng
 - 13.11.1 Shifeng Company Information
 - 13.11.2 Shifeng AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.11.3 Shifeng AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.11.4 Shifeng Main Business Overview
 - 13.11.5 Shifeng Latest Developments
- 13.12 Ropet
 - 13.12.1 Ropet Company Information
 - 13.12.2 Ropet AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.12.3 Ropet AI-Powered Plush/Companion Toys Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.12.4 Ropet Main Business Overview
 - 13.12.5 Ropet Latest Developments
- 13.13 Elephant Robotics
 - 13.13.1 Elephant Robotics Company Information
 - 13.13.2 Elephant Robotics AI-Powered Plush/Companion Toys Product Portfolios and Specifications
 - 13.13.3 Elephant Robotics AI-Powered Plush/Companion Toys Sales, Revenue, Price

and Gross Margin (2021-2026)

13.13.4 Elephant Robotics Main Business Overview

13.13.5 Elephant Robotics Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. AI-Powered Plush/Companion Toys Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. AI-Powered Plush/Companion Toys Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of AI Plush Toys

Table 4. Major Players of Portable AI Plush Companion Keychains

Table 5. Major Players of Other

Table 6. Global AI-Powered Plush/Companion Toys Sales by Type (2021-2026) & (K Units)

Table 7. Global AI-Powered Plush/Companion Toys Sales Market Share by Type (2021-2026)

Table 8. Global AI-Powered Plush/Companion Toys Revenue by Type (2021-2026) & (\$ million)

Table 9. Global AI-Powered Plush/Companion Toys Revenue Market Share by Type (2021-2026)

Table 10. Global AI-Powered Plush/Companion Toys Sale Price by Type (2021-2026) & (US\$/Unit)

Table 11. Major Players of Parent-Child Companionship for Young Children (Approximately 3?6 Years Old)

Table 12. Major Players of Light Education + Expression Training for School-Aged Children (Approximately 6?12 Years Old)

Table 13. Major Players of Emotional Companionship for All Ages (Teenagers/Young Adults/Family Members)

Table 14. Major Players of Companionship for The Elderly

Table 15. Major Players of Others

Table 16. Global AI-Powered Plush/Companion Toys Sales by User Profile (2021-2026) & (K Units)

Table 17. Global AI-Powered Plush/Companion Toys Sales Market Share by User Profile (2021-2026)

Table 18. Global AI-Powered Plush/Companion Toys Revenue by User Profile (2021-2026) & (\$ million)

Table 19. Global AI-Powered Plush/Companion Toys Revenue Market Share by User Profile (2021-2026)

Table 20. Global AI-Powered Plush/Companion Toys Sale Price by User Profile (2021-2026) & (US\$/Unit)

Table 21. Major Players of Family Companionship
Table 22. Major Players of Elderly Care Facilities
Table 23. Major Players of Out-of-Home Care/Social Interaction
Table 24. Major Players of Others
Table 25. Global AI-Powered Plush/Companion Toys Sales by Use Cases (2021-2026) & (K Units)
Table 26. Global AI-Powered Plush/Companion Toys Sales Market Share by Use Cases (2021-2026)
Table 27. Global AI-Powered Plush/Companion Toys Revenue by Use Cases (2021-2026) & (\$ million)
Table 28. Global AI-Powered Plush/Companion Toys Revenue Market Share by Use Cases (2021-2026)
Table 29. Global AI-Powered Plush/Companion Toys Sale Price by Use Cases (2021-2026) & (US\$/Unit)
Table 30. Global AI-Powered Plush/Companion Toys Sale by Channel Structure (2021-2026) & (K Units)
Table 31. Global AI-Powered Plush/Companion Toys Sale Market Share by Channel Structure (2021-2026)
Table 32. Global AI-Powered Plush/Companion Toys Revenue by Channel Structure (2021-2026) & (\$ million)
Table 33. Global AI-Powered Plush/Companion Toys Revenue Market Share by Channel Structure (2021-2026)
Table 34. Global AI-Powered Plush/Companion Toys Sale Price by Channel Structure (2021-2026) & (US\$/Unit)
Table 35. Global AI-Powered Plush/Companion Toys Sales by Company (2021-2026) & (K Units)
Table 36. Global AI-Powered Plush/Companion Toys Sales Market Share by Company (2021-2026)
Table 37. Global AI-Powered Plush/Companion Toys Revenue by Company (2021-2026) & (\$ millions)
Table 38. Global AI-Powered Plush/Companion Toys Revenue Market Share by Company (2021-2026)
Table 39. Global AI-Powered Plush/Companion Toys Sale Price by Company (2021-2026) & (US\$/Unit)
Table 40. Key Manufacturers AI-Powered Plush/Companion Toys Producing Area Distribution and Sales Area
Table 41. Players AI-Powered Plush/Companion Toys Products Offered
Table 42. AI-Powered Plush/Companion Toys Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 43. New Products and Potential Entrants

Table 44. Market M&A Activity & Strategy

Table 45. Global AI-Powered Plush/Companion Toys Sales by Geographic Region (2021-2026) & (K Units)

Table 46. Global AI-Powered Plush/Companion Toys Sales Market Share Geographic Region (2021-2026)

Table 47. Global AI-Powered Plush/Companion Toys Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 48. Global AI-Powered Plush/Companion Toys Revenue Market Share by Geographic Region (2021-2026)

Table 49. Global AI-Powered Plush/Companion Toys Sales by Country/Region (2021-2026) & (K Units)

Table 50. Global AI-Powered Plush/Companion Toys Sales Market Share by Country/Region (2021-2026)

Table 51. Global AI-Powered Plush/Companion Toys Revenue by Country/Region (2021-2026) & (\$ millions)

Table 52. Global AI-Powered Plush/Companion Toys Revenue Market Share by Country/Region (2021-2026)

Table 53. Americas AI-Powered Plush/Companion Toys Sales by Country (2021-2026) & (K Units)

Table 54. Americas AI-Powered Plush/Companion Toys Sales Market Share by Country (2021-2026)

Table 55. Americas AI-Powered Plush/Companion Toys Revenue by Country (2021-2026) & (\$ millions)

Table 56. Americas AI-Powered Plush/Companion Toys Sales by Type (2021-2026) & (K Units)

Table 57. Americas AI-Powered Plush/Companion Toys Sales by Channel Structure (2021-2026) & (K Units)

Table 58. APAC AI-Powered Plush/Companion Toys Sales by Region (2021-2026) & (K Units)

Table 59. APAC AI-Powered Plush/Companion Toys Sales Market Share by Region (2021-2026)

Table 60. APAC AI-Powered Plush/Companion Toys Revenue by Region (2021-2026) & (\$ millions)

Table 61. APAC AI-Powered Plush/Companion Toys Sales by Type (2021-2026) & (K Units)

Table 62. APAC AI-Powered Plush/Companion Toys Sales by Channel Structure (2021-2026) & (K Units)

Table 63. Europe AI-Powered Plush/Companion Toys Sales by Country (2021-2026) &

(K Units)

Table 64. Europe AI-Powered Plush/Companion Toys Revenue by Country (2021-2026) & (\$ millions)

Table 65. Europe AI-Powered Plush/Companion Toys Sales by Type (2021-2026) & (K Units)

Table 66. Europe AI-Powered Plush/Companion Toys Sales by Channel Structure (2021-2026) & (K Units)

Table 67. Middle East & Africa AI-Powered Plush/Companion Toys Sales by Country (2021-2026) & (K Units)

Table 68. Middle East & Africa AI-Powered Plush/Companion Toys Revenue Market Share by Country (2021-2026)

Table 69. Middle East & Africa AI-Powered Plush/Companion Toys Sales by Type (2021-2026) & (K Units)

Table 70. Middle East & Africa AI-Powered Plush/Companion Toys Sales by Channel Structure (2021-2026) & (K Units)

Table 71. Key Market Drivers & Growth Opportunities of AI-Powered Plush/Companion Toys

Table 72. Key Market Challenges & Risks of AI-Powered Plush/Companion Toys

Table 73. Key Industry Trends of AI-Powered Plush/Companion Toys

Table 74. AI-Powered Plush/Companion Toys Raw Material

Table 75. Key Suppliers of Raw Materials

Table 76. AI-Powered Plush/Companion Toys Distributors List

Table 77. AI-Powered Plush/Companion Toys Customer List

Table 78. Global AI-Powered Plush/Companion Toys Sales Forecast by Region (2027-2032) & (K Units)

Table 79. Global AI-Powered Plush/Companion Toys Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Americas AI-Powered Plush/Companion Toys Sales Forecast by Country (2027-2032) & (K Units)

Table 81. Americas AI-Powered Plush/Companion Toys Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. APAC AI-Powered Plush/Companion Toys Sales Forecast by Region (2027-2032) & (K Units)

Table 83. APAC AI-Powered Plush/Companion Toys Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 84. Europe AI-Powered Plush/Companion Toys Sales Forecast by Country (2027-2032) & (K Units)

Table 85. Europe AI-Powered Plush/Companion Toys Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 86. Middle East & Africa AI-Powered Plush/Companion Toys Sales Forecast by Country (2027-2032) & (K Units)

Table 87. Middle East & Africa AI-Powered Plush/Companion Toys Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 88. Global AI-Powered Plush/Companion Toys Sales Forecast by Type (2027-2032) & (K Units)

Table 89. Global AI-Powered Plush/Companion Toys Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 90. Global AI-Powered Plush/Companion Toys Sales Forecast by Channel Structure (2027-2032) & (K Units)

Table 91. Global AI-Powered Plush/Companion Toys Revenue Forecast by Channel Structure (2027-2032) & (\$ millions)

Table 92. Ageless Innovation Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 93. Ageless Innovation AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 94. Ageless Innovation AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 95. Ageless Innovation Main Business

Table 96. Ageless Innovation Latest Developments

Table 97. Robopoet Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 98. Robopoet AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 99. Robopoet AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 100. Robopoet Main Business

Table 101. Robopoet Latest Developments

Table 102. FoloToy Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 103. FoloToy AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 104. FoloToy AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 105. FoloToy Main Business

Table 106. FoloToy Latest Developments

Table 107. Casio Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 108. Casio AI-Powered Plush/Companion Toys Product Portfolios and

Specifications

Table 109. Casio AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 110. Casio Main Business

Table 111. Casio Latest Developments

Table 112. Curio Interactive Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 113. Curio Interactive AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 114. Curio Interactive AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 115. Curio Interactive Main Business

Table 116. Curio Interactive Latest Developments

Table 117. Fawn Friends Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 118. Fawn Friends AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 119. Fawn Friends AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 120. Fawn Friends Main Business

Table 121. Fawn Friends Latest Developments

Table 122. Hugbibi Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 123. Hugbibi AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 124. Hugbibi AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 125. Hugbibi Main Business

Table 126. Hugbibi Latest Developments

Table 127. SuperMate Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 128. SuperMate AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 129. SuperMate AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 130. SuperMate Main Business

Table 131. SuperMate Latest Developments

Table 132. Dongguan Junou Toys Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 133. Dongguan Junou Toys AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 134. Dongguan Junou Toys AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 135. Dongguan Junou Toys Main Business

Table 136. Dongguan Junou Toys Latest Developments

Table 137. GROOVE X?LOVOT? Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 138. GROOVE X?LOVOT? AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 139. GROOVE X?LOVOT? AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 140. GROOVE X?LOVOT? Main Business

Table 141. GROOVE X?LOVOT? Latest Developments

Table 142. Shifeng Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 143. Shifeng AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 144. Shifeng AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 145. Shifeng Main Business

Table 146. Shifeng Latest Developments

Table 147. Ropet Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 148. Ropet AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 149. Ropet AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 150. Ropet Main Business

Table 151. Ropet Latest Developments

Table 152. Elephant Robotics Basic Information, AI-Powered Plush/Companion Toys Manufacturing Base, Sales Area and Its Competitors

Table 153. Elephant Robotics AI-Powered Plush/Companion Toys Product Portfolios and Specifications

Table 154. Elephant Robotics AI-Powered Plush/Companion Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 155. Elephant Robotics Main Business

Table 156. Elephant Robotics Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of AI-Powered Plush/Companion Toys
- Figure 2. AI-Powered Plush/Companion Toys Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global AI-Powered Plush/Companion Toys Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global AI-Powered Plush/Companion Toys Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. AI-Powered Plush/Companion Toys Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. AI-Powered Plush/Companion Toys Sales Market Share by Country/Region (2025)
- Figure 10. AI-Powered Plush/Companion Toys Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of AI Plush Toys
- Figure 12. Product Picture of Portable AI Plush Companion Keychains
- Figure 13. Product Picture of Other
- Figure 14. Global AI-Powered Plush/Companion Toys Sales Market Share by Type in 2026
- Figure 15. Global AI-Powered Plush/Companion Toys Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Parent-Child Companionship for Young Children (Approximately 3?6 Years Old)
- Figure 17. Product Picture of Light Education + Expression Training for School-Aged Children (Approximately 6?12 Years Old)
- Figure 18. Product Picture of Emotional Companionship for All Ages (Teenagers/Young Adults/Family Members)
- Figure 19. Product Picture of Companionship for The Elderly
- Figure 20. Product Picture of Others
- Figure 21. Global AI-Powered Plush/Companion Toys Sales Market Share by User Profile in 2026
- Figure 22. Global AI-Powered Plush/Companion Toys Revenue Market Share by User Profile (2021-2026)
- Figure 23. Product Picture of Family Companionship

Figure 24. Product Picture of Elderly Care Facilities

Figure 25. Product Picture of Out-of-Home Care/Social Interaction

Figure 26. Product Picture of Others

Figure 27. Global AI-Powered Plush/Companion Toys Sales Market Share by Use Cases in 2026

Figure 28. Global AI-Powered Plush/Companion Toys Revenue Market Share by Use Cases (2021-2026)

Figure 29. AI-Powered Plush/Companion Toys Consumed in Brand's Own Online Sales

Figure 30. Global AI-Powered Plush/Companion Toys Market: Brand's Own Online Sales (2021-2026) & (K Units)

Figure 31. AI-Powered Plush/Companion Toys Consumed in Distributor Online Sales

Figure 32. Global AI-Powered Plush/Companion Toys Market: Distributor Online Sales (2021-2026) & (K Units)

Figure 33. AI-Powered Plush/Companion Toys Consumed in Offline Sales in Supermarkets and Other Stores

Figure 34. Global AI-Powered Plush/Companion Toys Market: Offline Sales in Supermarkets and Other Stores (2021-2026) & (K Units)

Figure 35. AI-Powered Plush/Companion Toys Consumed in Others

Figure 36. Global AI-Powered Plush/Companion Toys Market: Others (2021-2026) & (K Units)

Figure 37. Global AI-Powered Plush/Companion Toys Sale Market Share by Channel Structure (2025)

Figure 38. Global AI-Powered Plush/Companion Toys Revenue Market Share by Channel Structure in 2025

Figure 39. AI-Powered Plush/Companion Toys Sales by Company in 2025 (K Units)

Figure 40. Global AI-Powered Plush/Companion Toys Sales Market Share by Company in 2025

Figure 41. AI-Powered Plush/Companion Toys Revenue by Company in 2025 (\$ millions)

Figure 42. Global AI-Powered Plush/Companion Toys Revenue Market Share by Company in 2025

Figure 43. Global AI-Powered Plush/Companion Toys Sales Market Share by Geographic Region (2021-2026)

Figure 44. Global AI-Powered Plush/Companion Toys Revenue Market Share by Geographic Region in 2025

Figure 45. Americas AI-Powered Plush/Companion Toys Sales 2021-2026 (K Units)

Figure 46. Americas AI-Powered Plush/Companion Toys Revenue 2021-2026 (\$ millions)

Figure 47. APAC AI-Powered Plush/Companion Toys Sales 2021-2026 (K Units)

Figure 48. APAC AI-Powered Plush/Companion Toys Revenue 2021-2026 (\$ millions)

Figure 49. Europe AI-Powered Plush/Companion Toys Sales 2021-2026 (K Units)

Figure 50. Europe AI-Powered Plush/Companion Toys Revenue 2021-2026 (\$ millions)

Figure 51. Middle East & Africa AI-Powered Plush/Companion Toys Sales 2021-2026 (K Units)

Figure 52. Middle East & Africa AI-Powered Plush/Companion Toys Revenue 2021-2026 (\$ millions)

Figure 53. Americas AI-Powered Plush/Companion Toys Sales Market Share by Country in 2025

Figure 54. Americas AI-Powered Plush/Companion Toys Revenue Market Share by Country (2021-2026)

Figure 55. Americas AI-Powered Plush/Companion Toys Sales Market Share by Type (2021-2026)

Figure 56. Americas AI-Powered Plush/Companion Toys Sales Market Share by Channel Structure (2021-2026)

Figure 57. United States AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 58. Canada AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 59. Mexico AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 60. Brazil AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 61. APAC AI-Powered Plush/Companion Toys Sales Market Share by Region in 2025

Figure 62. APAC AI-Powered Plush/Companion Toys Revenue Market Share by Region (2021-2026)

Figure 63. APAC AI-Powered Plush/Companion Toys Sales Market Share by Type (2021-2026)

Figure 64. APAC AI-Powered Plush/Companion Toys Sales Market Share by Channel Structure (2021-2026)

Figure 65. China AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 66. Japan AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 67. South Korea AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 68. Southeast Asia AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 69. India AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 70. Australia AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 71. China Taiwan AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 72. Europe AI-Powered Plush/Companion Toys Sales Market Share by Country in 2025

Figure 73. Europe AI-Powered Plush/Companion Toys Revenue Market Share by Country (2021-2026)

Figure 74. Europe AI-Powered Plush/Companion Toys Sales Market Share by Type (2021-2026)

Figure 75. Europe AI-Powered Plush/Companion Toys Sales Market Share by Channel Structure (2021-2026)

Figure 76. Germany AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 77. France AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 78. UK AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 79. Italy AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 80. Russia AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 81. Middle East & Africa AI-Powered Plush/Companion Toys Sales Market Share by Country (2021-2026)

Figure 82. Middle East & Africa AI-Powered Plush/Companion Toys Sales Market Share by Type (2021-2026)

Figure 83. Middle East & Africa AI-Powered Plush/Companion Toys Sales Market Share by Channel Structure (2021-2026)

Figure 84. Egypt AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 85. South Africa AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 86. Israel AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 87. Turkey AI-Powered Plush/Companion Toys Revenue Growth 2021-2026 (\$ millions)

Figure 88. GCC Countries AI-Powered Plush/Companion Toys Revenue Growth

2021-2026 (\$ millions)

Figure 89. Manufacturing Cost Structure Analysis of AI-Powered Plush/Companion Toys in 2026

Figure 90. Manufacturing Process Analysis of AI-Powered Plush/Companion Toys

Figure 91. Industry Chain Structure of AI-Powered Plush/Companion Toys

Figure 92. Channels of Distribution

Figure 93. Global AI-Powered Plush/Companion Toys Sales Market Forecast by Region (2027-2032)

Figure 94. Global AI-Powered Plush/Companion Toys Revenue Market Share Forecast by Region (2027-2032)

Figure 95. Global AI-Powered Plush/Companion Toys Sales Market Share Forecast by Type (2027-2032)

Figure 96. Global AI-Powered Plush/Companion Toys Revenue Market Share Forecast by Type (2027-2032)

Figure 97. Global AI-Powered Plush/Companion Toys Sales Market Share Forecast by Channel Structure (2027-2032)

Figure 98. Global AI-Powered Plush/Companion Toys Revenue Market Share Forecast by Channel Structure (2027-2032)

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