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Global Anime and Game Figures Market Growth 2025-2031

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Abstracts

The global Anime and Game Figures market size is predicted to grow from US$ 13380 million in 2025 to US$ 25030 million in 2031; it is expected to grow at a CAGR of 11.0% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Anime and game figures are collectible model products based on characters or scenes from anime, manga, and video games. Crafted with precision using materials like PVC, ABS, or resin, these figures feature detailed sculpting, high-fidelity painting, and realistic proportions to accurately represent the original designs. As a key part of ACG (Anime, Comic, Game) pop culture, figures serve as both display pieces and emotional memorabilia for fans, while also playing an essential role in retail merchandising, licensing, exhibitions, and the broader IP-based product ecosystem.

United States market for Anime and Game Figures is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Anime and Game Figures is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Anime and Game Figures is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Anime and Game Figures players cover Good Smile Company, Alter,

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MaxFactory, Bandai, Pop Mart, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the “Anime and Game Figures Industry Forecast” looks at past sales and reviews total world Anime and Game Figures sales in 2024, providing a comprehensive analysis by region and market sector of projected Anime and Game Figures sales for 2025 through 2031. With Anime and Game Figures sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Anime and Game Figures industry.

This Insight Report provides a comprehensive analysis of the global Anime and Game Figures 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 Anime and Game Figures portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Anime and Game Figures market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Anime and Game Figures 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 Anime and Game Figures.

This report presents a comprehensive overview, market shares, and growth opportunities of Anime and Game Figures market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

1/4 Scale Figure

1/6 Scale Figure

1/7 Scale Figure

1/8 Scale Figure

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1/10 Scale Figure

1/12 Scale Figure

Q Version/Non-Scale Figure

Segmentation by Application:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

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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.

Good Smile Company

Alter

MaxFactory

Bandai

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Pop Mart

Kaiyodo

Kotobukiya

Aniplex+

HOT TOYS

Hobbymax

MegaHouse

Hasbro

Beijing Lezi Tiancheng

Aofei Entertainment

Square Enix

Medicom Toy

Funko

Sega

Key Questions Addressed in this Report

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

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