

Global Anime & Video Game Collectible Figures Market Growth 2026-2032

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Abstracts

The global Anime & Video Game Collectible Figures market size is predicted to grow from US\$ 6212 million in 2025 to US\$ 10339 million in 2032; it is expected to grow at a CAGR of 7.4% from 2026 to 2032.

Anime & Video Game Collectible Figures refer to physical character-based collectibles developed around anime, manga, video game, VTuber, virtual talent and adjacent two-dimensional IP franchises. The category primarily covers pre-painted scale figures, PVC/ABS figures, articulated action figures, resin statues, vinyl or sofubi character figures, prize figures, chibi collectibles and limited-edition premium statues.

These products are valued by collectors for character fidelity, sculpting quality, paint application, articulation design, accessories, material finish, licensing authenticity, edition scarcity and display appeal. Price assessment is typically based on official suggested retail prices, official pre-order prices, brand-operated store prices, authorised hobby retail prices and mainstream cross-border e-commerce prices.

Entry-level prize figures and small chibi collectibles are generally priced at around USD 10?40, mainstream articulated figures and small-to-mid-sized character figures are commonly priced at around USD 40?120, standard pre-painted scale figures are usually positioned at around USD 80?250, sixth-scale collectible figures and higher-specification articulated figures are often priced at around USD 150?400, while premium resin statues, limited diorama statues and large-format video game character statues are typically priced at around USD 300?1,500, with selected large-scale, low-edition or highly complex licensed products exceeding USD 2,000.

This research focuses on commercially supplied, IP-based physical collectible figures

with clear anime, manga, game or virtual-character relevance, and prioritises real manufacturers, figure brands, licensed product suppliers and recurring OEM/ODM production entities.

Based on our research, the anime and video game collectible figures market should not be assessed as a conventional toy-manufacturing segment, but rather as a specialised commercial mechanism through which IP ownership, fandom engagement, precision manufacturing and collectible value are converted into physical consumer products. The sector sits at the intersection of the content industry, licensed merchandise, hobby retail and adult collectible consumption. Its growth is increasingly less dependent on traditional children's toy demand and more closely linked to the global circulation of anime content, long-cycle video game operations, character-based monetisation, social-media display culture and the purchasing power of adult collectors. The broader toy market's recent recovery, driven in part by pop culture, collectibles and Kidult demand, further supports the view that character-based collectibles are moving from a niche enthusiast category into a broader adult consumer segment.

From a supply-side perspective, Japan remains the structural centre of gravity of the global anime and game figure industry. Its advantage lies not merely in the number of established brands, but in the depth of its IP access, product-planning discipline, sculpting ecosystem, painted-finished-product standards and long-established fan retail channels. Bandai Namco's Toys and Hobby Unit reported record-high net sales and operating profit in FY2025.3 and stated that it rolled out more than 500 IPs during the year, which illustrates the scale advantage that major Japanese groups can derive from diversified IP portfolios and multi-category commercialisation. Good Smile Company's official product architecture, including Nendoroid, figma, Scale Figure and POP UP PARADE, also demonstrates the importance of recurring product systems and standardised collectible lines in building long-term market presence. By contrast, suppliers in mainland China and Hong Kong are undergoing a structural repositioning: they are no longer merely manufacturing subcontractors, but are increasingly extending into original planning, licensed product development, branded exports and higher-specification finished collectibles.

The competitive logic of this industry cannot be captured by a simple ranking of group revenue or total toy sales. Several large toy groups, designer-toy companies and integrated IP operators possess strong channel access and brand visibility, but their reported revenue often includes plush toys, blind boxes, model kits, trading cards, apparel, children's toys and other merchandise categories. These revenues cannot be mechanically treated as anime and video game collectible figure revenue. POP MART

provides a useful example: its 2025 announcement showed that plush products had become the group's largest revenue contributor, with revenue of RMB18.71 billion and a 50.4% share of total revenue, indicating that even highly relevant collectible-toy companies require strict category-level adjustment before being included in this market model. For this reason, this report distinguishes between the broad relevant supplier universe and the core formal list. The former is used to avoid omitting potential manufacturers, brands and suppliers; the latter is used for market sizing, competitive analysis and formal report presentation.

From the demand side, growth is shifting from single-character fan purchasing to a more layered form of collectible consumption. Core collectors still place high weight on character fidelity, sculpting quality, paint consistency, proportional accuracy, accessories and version scarcity. A wider group of younger consumers, however, increasingly treats figures as part of room decoration, personal identity, social-media display and emotion-led discretionary spending. At the premium end, collectors are more sensitive to edition size, licence authenticity, product completeness, display impact and long-term collectible value. This creates a clearly stratified market structure: accessible products support user acquisition and purchase frequency; higher-specification finished figures sustain the core collector base; while premium statues and limited editions provide brand elevation and margin elasticity. The future demand question is therefore not simply whether more IP can be commercialised, but whether companies can select the right characters, control launch cadence, manage pre-order cycles and reduce delivery, quality-control and inventory risks.

Overall, the anime and video game collectible figures industry retains meaningful medium- to long-term growth potential, but the threshold for sustainable competition is rising. In the past, companies could achieve short-term growth through a single popular IP, low-cost production or broad channel distribution. Going forward, durable winners will need to combine licensing capability, product-planning judgement, supply-chain execution, global distribution and collector-community management. Key risks include IP heat-cycle volatility, rising licensing costs, consumer budget pressure, delivery delays, inventory mismatch, counterfeit products and environmental-compliance requirements. The global market is therefore likely to remain structurally layered: Japanese companies will continue to benefit from IP planning and established figure-brand systems; Chinese and Hong Kong suppliers will gain influence through manufacturing depth and increasingly capable domestic brands; and North American and European companies will compete more selectively in video game statues, licensed action figures and premium collectibles.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Anime & Video Game Collectible Figures and breaks down the forecast by IP Source, 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 & Video Game Collectible Figures.

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

Segmentation by IP Source:

Anime & Manga IP

Video Game IP

VTuber / Virtual Talent IP

Other / Mixed IP

Segmentation By Material & Process:

PVC/ABS Pre-painted

Resin / Polystone

Vinyl / Sofubi

Mixed Media

Segmentation By Channel:

Hobby Retail & E-commerce

Arcade / Prize Channel

Official IP Store / Direct-to-Fan

Conventions & Limited Events

Segmentation by Application:

Scale Figures

Articulated Action Figures

Premium Statues

Prize & Entry Collectibles

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.

Bandai Spirits Co., Ltd.

Good Smile Company, Inc.

POP MART INTERNATIONAL GROUP LIMITED

52TOYS

JoyToy

Queen Studios

ThreeA

Mattel, Inc.

Hasbro, Inc.

Spin Master Corp.

Mondo

Kotobukiya Co., Ltd.

MegaHouse Corporation

Kaiyodo Co., Ltd.

ALTER Co., Ltd.

Max Factory Inc.

FuRyu Corporation

Taito Corporation

SEGA FAVE CORPORATION

Square Enix Co., Ltd.

Prime 1 Studio Co., Ltd.

KADOKAWA CORPORATION

Aniplex Inc.

Medicos Entertainment Co., Ltd.

P.M. Office A Co., Ltd. / PLUM

Wave Corporation

BellFine Co., Ltd.

ques Q

Union Creative International Ltd.

Phat! Company

Flare Co., Ltd.

Hobby

Bushiroad Creative Inc.

Sentinel Co., Ltd.

Shanghai Apex Culture Technology Development Co., Ltd. / APEX-TOYS

MYETHOS LIMITED

Hobby Max

AniMester

Snail Shell Studio

RIBOSE

Reverse Studio

CCSTOYS

Hot Toys Limited

threezero

Storm Collectibles

Beast Kingdom Co., Ltd.

XM Studios Pte Ltd

Mighty Jaxx International Pte. Ltd.

Blitzway Co., Ltd.

5PRO Studio

Funko, Inc.

Sideshow Collectibles

Dark Horse Direct

NECA

McFarlane Toys

JAKKS Pacific, Inc.

Jazwares, LLC

Super7

Youtooz

PureArts Limited

PCS Collectibles

Diamond Select Toys

First 4 Figures Ltd.

Tsume SA

Oniri Cr?ations

Numskull Designs

Gaming Heads

Figurama Collectors

W?t? Workshop

Iron Studios

Key Questions Addressed in this Report

What is the 10-year outlook for the global Anime & Video Game Collectible Figures market?

What factors are driving Anime & Video Game Collectible Figures market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?
How do Anime & Video Game Collectible Figures market opportunities vary by end market size?
How does Anime & Video Game Collectible Figures break out by IP Source, by Application?

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