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Global Claw Machine Merchandise Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Claw Machine Merchandise market size is predicted to grow from US$ 3148 million in 2025 to US$ 5013 million in 2032; it is expected to grow at a CAGR of 7.0% from 2026 to 2032.

Claw Machine Merchandise refers to the prset of prizes placed inside claw machines (crane games), including all the items that players attempt to grab with the claw. These items are specially selected or manufactured to attract players and maximize arcade or vending-machine revenue. Claw machine merchandise can range from low-cost bulk toys to premium licensed collectibles, depending on the machine type, target audience, and location.

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

Global key Claw Machine Merchandise players cover Mattel, Bandai, Lego, Sega, Hasbro, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Claw Machine Merchandise 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 Claw Machine Merchandise.

This report presents a comprehensive overview, market shares, and growth opportunities of Claw Machine Merchandise market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Plush Toys

Figurines and Collectibles

Other

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Segmentation by Sales Channel:

Online Sales

Offline Sales

Segmentation by Application:

Shopping Centres

Entertainment Industry

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

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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 analyzing the company's coverage, product portfolio, its market penetration.

Mattel

Bandai

Lego

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Sega

Hasbro

Dream International

King Honor

Hansightoy

Simba-Dickie Group

Spin Master Ltd

Weijun Toys

YPFuns

Toy Barn

Betson Enterprises

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