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Global Game Figures Market Growth 2025-2031

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Game Figures market size is predicted to grow from US$ 1573 million in 2025 to US$ 2409 million in 2031; it is expected to grow at a CAGR of 7.4% from 2025 to 2031.

Game figures are exquisite humanoid dolls designed based on game characters. They are presented in the form of small sculptures. They not only have high ornamental value, but also are the physical sustenance and memories of the deep affection of game fans for game characters. These figures are not only an extension of game culture, but also a precious carrier of players' emotions and memories.

United States market for 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 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 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 Game Figures players cover Ubisoft, Nexon, Square Enix, McFarlane Toys, NetEase, 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 “Game Figures Industry Forecast” looks at past sales and reviews total world Game Figures sales in 2024, providing a comprehensive analysis by region and market sector of projected Game

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Figures sales for 2025 through 2031. With Game Figures sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Game Figures industry.

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

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

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

Segmentation by Type:

Limited Edition Figures

Regular Edition Figures

Segmentation by Application:

Online Sale

Offline Sale

This report also splits the market by region:

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- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia
- Middle East & Africa
  - Egypt

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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.

Ubisoft

Nexon

Square Enix

McFarlane Toys

NetEase

miHoYo

Disney

Funko

Good Smile Company

Max Factory

KAIYODO

Key Questions Addressed in this Report

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What is the 10-year outlook for the global Game Figures market?

What factors are driving Game Figures market growth, globally and by region?

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

How do Game Figures market opportunities vary by end market size?

How does Game Figures break out by Type, by Application?

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