

Global Game IP Derivative Products Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Game IP Derivative Products market size is predicted to grow from US\$ 55620 million in 2025 to US\$ 77005 million in 2032; it is expected to grow at a CAGR of 5.3% from 2026 to 2032.

Game IP Derivative Products are a collection of physical merchandise developed through licensing, centered around video game intellectual property. Their core value lies in transforming players' emotional connection to games into tangible, collectible items, satisfying fans' collecting desires, social needs, and emotional value.

In terms of product form, Game IP Derivative Products mainly fall into two categories. One category consists of "hard merchandise," represented by figurines, models, and statues, which have high collectible value. The other category comprises "soft merchandise," such as badges, standees, keychains, stationery, and apparel, which combine practicality and display attributes. These soft merchandise items have relatively lower initial pricing and more diverse formats, and are currently the main driver of market growth.

United States market for Game IP Derivative Products 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 Game IP Derivative Products 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 Game IP Derivative Products is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Game IP Derivative Products players cover Tencent, Microsoft, Nintendo, SONY, NetEase, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of Game IP Derivative Products market by product type, application, key players and key regions and countries.

Segmentation by Type:

Toys

Clothing Accessories

PC Game Peripheral

Books and Posters

Others

Segmentation by Intellectual Property:

Owned IP

Licensed IP

Segmentation by Application:

Online

Retail

Specialty Stores

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

Tencent

Microsoft

Nintendo

SONY

NetEase

Disney

Nexon

Ubisoft

miHoYo

Square Enix

Razer

Logitech G

Fangamer

McFarlane Toys

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 Game IP Derivative Products Market Size (2021-2032)
- 2.1.2 Game IP Derivative Products Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for Game IP Derivative Products by Country/Region (2021, 2025 & 2032)

2.2 Game IP Derivative Products Segment by Type

- 2.2.1 Toys
- 2.2.2 Clothing Accessories
- 2.2.3 PC Game Peripheral
- 2.2.4 Books and Posters
- 2.2.5 Others
- 2.2.6 Game IP Derivative Products Market Size by Type
 - 2.2.6.1 Game IP Derivative Products Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.6.2 Global Game IP Derivative Products Market Size Market Share by Type (2021-2026)

2.3 Game IP Derivative Products Segment by Intellectual Property

- 2.3.1 Owned IP
- 2.3.2 Licensed IP
- 2.3.3 Game IP Derivative Products Market Size by Intellectual Property
 - 2.3.3.1 Game IP Derivative Products Market Size CAGR by Intellectual Property (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Game IP Derivative Products Market Size Market Share by Intellectual

Property (2021-2026)

2.4 Game IP Derivative Products Segment by Application

2.4.1 Online

2.4.2 Retail

2.4.3 Specialty Stores

2.4.4 Game IP Derivative Products Market Size by Application

2.4.4.1 Game IP Derivative Products Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.4.4.2 Global Game IP Derivative Products Market Size Market Share by Application (2021-2026)

3 GAME IP DERIVATIVE PRODUCTS MARKET SIZE BY PLAYER

3.1 Game IP Derivative Products Market Size Market Share by Player

3.1.1 Global Game IP Derivative Products Revenue by Player (2021-2026)

3.1.2 Global Game IP Derivative Products Revenue Market Share by Player (2021-2026)

3.2 Global Game IP Derivative Products Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

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

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 GAME IP DERIVATIVE PRODUCTS BY REGION

4.1 Game IP Derivative Products Market Size by Region (2021-2026)

4.2 Global Game IP Derivative Products Annual Revenue by Country/Region (2021-2026)

4.3 Americas Game IP Derivative Products Market Size Growth (2021-2026)

4.4 APAC Game IP Derivative Products Market Size Growth (2021-2026)

4.5 Europe Game IP Derivative Products Market Size Growth (2021-2026)

4.6 Middle East & Africa Game IP Derivative Products Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Game IP Derivative Products Market Size by Country (2021-2026)

5.2 Americas Game IP Derivative Products Market Size by Type (2021-2026)

5.3 Americas Game IP Derivative Products Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Game IP Derivative Products Market Size by Region (2021-2026)

6.2 APAC Game IP Derivative Products Market Size by Type (2021-2026)

6.3 APAC Game IP Derivative Products Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Game IP Derivative Products Market Size by Country (2021-2026)

7.2 Europe Game IP Derivative Products Market Size by Type (2021-2026)

7.3 Europe Game IP Derivative Products Market Size by Application (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 Game IP Derivative Products by Region (2021-2026)

8.2 Middle East & Africa Game IP Derivative Products Market Size by Type (2021-2026)

8.3 Middle East & Africa Game IP Derivative Products Market Size by Application
(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 GLOBAL GAME IP DERIVATIVE PRODUCTS MARKET FORECAST

10.1 Global Game IP Derivative Products Forecast by Region (2027-2032)

10.1.1 Global Game IP Derivative Products Forecast by Region (2027-2032)

10.1.2 Americas Game IP Derivative Products Forecast

10.1.3 APAC Game IP Derivative Products Forecast

10.1.4 Europe Game IP Derivative Products Forecast

10.1.5 Middle East & Africa Game IP Derivative Products Forecast

10.2 Americas Game IP Derivative Products Forecast by Country (2027-2032)

10.2.1 United States Market Game IP Derivative Products Forecast

10.2.2 Canada Market Game IP Derivative Products Forecast

10.2.3 Mexico Market Game IP Derivative Products Forecast

10.2.4 Brazil Market Game IP Derivative Products Forecast

10.3 APAC Game IP Derivative Products Forecast by Region (2027-2032)

10.3.1 China Game IP Derivative Products Market Forecast

10.3.2 Japan Market Game IP Derivative Products Forecast

10.3.3 Korea Market Game IP Derivative Products Forecast

10.3.4 Southeast Asia Market Game IP Derivative Products Forecast

10.3.5 India Market Game IP Derivative Products Forecast

10.3.6 Australia Market Game IP Derivative Products Forecast

10.4 Europe Game IP Derivative Products Forecast by Country (2027-2032)

10.4.1 Germany Market Game IP Derivative Products Forecast

10.4.2 France Market Game IP Derivative Products Forecast

10.4.3 UK Market Game IP Derivative Products Forecast

10.4.4 Italy Market Game IP Derivative Products Forecast

10.4.5 Russia Market Game IP Derivative Products Forecast

10.5 Middle East & Africa Game IP Derivative Products Forecast by Region (2027-2032)

10.5.1 Egypt Market Game IP Derivative Products Forecast

10.5.2 South Africa Market Game IP Derivative Products Forecast

10.5.3 Israel Market Game IP Derivative Products Forecast

10.5.4 Turkey Market Game IP Derivative Products Forecast

10.6 Global Game IP Derivative Products Forecast by Type (2027-2032)

10.7 Global Game IP Derivative Products Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Game IP Derivative Products Forecast

11 KEY PLAYERS ANALYSIS

11.1 Tencent

11.1.1 Tencent Company Information

11.1.2 Tencent Game IP Derivative Products Product Offered

11.1.3 Tencent Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Tencent Main Business Overview

11.1.5 Tencent Latest Developments

11.2 Microsoft

11.2.1 Microsoft Company Information

11.2.2 Microsoft Game IP Derivative Products Product Offered

11.2.3 Microsoft Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Microsoft Main Business Overview

11.2.5 Microsoft Latest Developments

11.3 Nintendo

11.3.1 Nintendo Company Information

11.3.2 Nintendo Game IP Derivative Products Product Offered

11.3.3 Nintendo Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Nintendo Main Business Overview

11.3.5 Nintendo Latest Developments

11.4 SONY

11.4.1 SONY Company Information

11.4.2 SONY Game IP Derivative Products Product Offered

11.4.3 SONY Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 SONY Main Business Overview

11.4.5 SONY Latest Developments

11.5 NetEase

11.5.1 NetEase Company Information

11.5.2 NetEase Game IP Derivative Products Product Offered

11.5.3 NetEase Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)

- 11.5.4 NetEase Main Business Overview
- 11.5.5 NetEase Latest Developments
- 11.6 Disney
 - 11.6.1 Disney Company Information
 - 11.6.2 Disney Game IP Derivative Products Product Offered
 - 11.6.3 Disney Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
 - 11.6.4 Disney Main Business Overview
 - 11.6.5 Disney Latest Developments
- 11.7 Nexon
 - 11.7.1 Nexon Company Information
 - 11.7.2 Nexon Game IP Derivative Products Product Offered
 - 11.7.3 Nexon Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Nexon Main Business Overview
 - 11.7.5 Nexon Latest Developments
- 11.8 Ubisoft
 - 11.8.1 Ubisoft Company Information
 - 11.8.2 Ubisoft Game IP Derivative Products Product Offered
 - 11.8.3 Ubisoft Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 Ubisoft Main Business Overview
 - 11.8.5 Ubisoft Latest Developments
- 11.9 miHoYo
 - 11.9.1 miHoYo Company Information
 - 11.9.2 miHoYo Game IP Derivative Products Product Offered
 - 11.9.3 miHoYo Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 miHoYo Main Business Overview
 - 11.9.5 miHoYo Latest Developments
- 11.10 Square Enix
 - 11.10.1 Square Enix Company Information
 - 11.10.2 Square Enix Game IP Derivative Products Product Offered
 - 11.10.3 Square Enix Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 Square Enix Main Business Overview
 - 11.10.5 Square Enix Latest Developments
- 11.11 Razer
 - 11.11.1 Razer Company Information

- 11.11.2 Razer Game IP Derivative Products Product Offered
- 11.11.3 Razer Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
- 11.11.4 Razer Main Business Overview
- 11.11.5 Razer Latest Developments
- 11.12 Logitech G
 - 11.12.1 Logitech G Company Information
 - 11.12.2 Logitech G Game IP Derivative Products Product Offered
 - 11.12.3 Logitech G Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 Logitech G Main Business Overview
 - 11.12.5 Logitech G Latest Developments
- 11.13 Fangamer
 - 11.13.1 Fangamer Company Information
 - 11.13.2 Fangamer Game IP Derivative Products Product Offered
 - 11.13.3 Fangamer Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 Fangamer Main Business Overview
 - 11.13.5 Fangamer Latest Developments
- 11.14 McFarlane Toys
 - 11.14.1 McFarlane Toys Company Information
 - 11.14.2 McFarlane Toys Game IP Derivative Products Product Offered
 - 11.14.3 McFarlane Toys Game IP Derivative Products Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 McFarlane Toys Main Business Overview
 - 11.14.5 McFarlane Toys Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Game IP Derivative Products Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Game IP Derivative Products Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Toys

Table 4. Major Players of Clothing Accessories

Table 5. Major Players of PC Game Peripheral

Table 6. Major Players of Books and Posters

Table 7. Major Players of Others

Table 8. Game IP Derivative Products Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 9. Global Game IP Derivative Products Market Size by Type (2021-2026) & (\$ millions)

Table 10. Global Game IP Derivative Products Market Size Market Share by Type (2021-2026)

Table 11. Major Players of Owned IP

Table 12. Major Players of Licensed IP

Table 13. Game IP Derivative Products Market Size CAGR by Intellectual Property (2021 VS 2025 VS 2032) & (\$ millions)

Table 14. Global Game IP Derivative Products Market Size by Intellectual Property (2021-2026) & (\$ millions)

Table 15. Global Game IP Derivative Products Market Size Market Share by Intellectual Property (2021-2026)

Table 16. Game IP Derivative Products Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 17. Global Game IP Derivative Products Market Size by Application (2021-2026) & (\$ millions)

Table 18. Global Game IP Derivative Products Market Size Market Share by Application (2021-2026)

Table 19. Global Game IP Derivative Products Revenue by Player (2021-2026) & (\$ millions)

Table 20. Global Game IP Derivative Products Revenue Market Share by Player (2021-2026)

Table 21. Game IP Derivative Products Key Players Head office and Products Offered

Table 22. Game IP Derivative Products Concentration Ratio (CR3, CR5 and CR10) &

(2024-2026)

Table 23. New Products and Potential Entrants

Table 24. Mergers & Acquisitions, Expansion

Table 25. Global Game IP Derivative Products Market Size by Region (2021-2026) & (\$ millions)

Table 26. Global Game IP Derivative Products Market Size Market Share by Region (2021-2026)

Table 27. Global Game IP Derivative Products Revenue by Country/Region (2021-2026) & (\$ millions)

Table 28. Global Game IP Derivative Products Revenue Market Share by Country/Region (2021-2026)

Table 29. Americas Game IP Derivative Products Market Size by Country (2021-2026) & (\$ millions)

Table 30. Americas Game IP Derivative Products Market Size Market Share by Country (2021-2026)

Table 31. Americas Game IP Derivative Products Market Size by Type (2021-2026) & (\$ millions)

Table 32. Americas Game IP Derivative Products Market Size Market Share by Type (2021-2026)

Table 33. Americas Game IP Derivative Products Market Size by Application (2021-2026) & (\$ millions)

Table 34. Americas Game IP Derivative Products Market Size Market Share by Application (2021-2026)

Table 35. APAC Game IP Derivative Products Market Size by Region (2021-2026) & (\$ millions)

Table 36. APAC Game IP Derivative Products Market Size Market Share by Region (2021-2026)

Table 37. APAC Game IP Derivative Products Market Size by Type (2021-2026) & (\$ millions)

Table 38. APAC Game IP Derivative Products Market Size by Application (2021-2026) & (\$ millions)

Table 39. Europe Game IP Derivative Products Market Size by Country (2021-2026) & (\$ millions)

Table 40. Europe Game IP Derivative Products Market Size Market Share by Country (2021-2026)

Table 41. Europe Game IP Derivative Products Market Size by Type (2021-2026) & (\$ millions)

Table 42. Europe Game IP Derivative Products Market Size by Application (2021-2026) & (\$ millions)

Table 43. Middle East & Africa Game IP Derivative Products Market Size by Region (2021-2026) & (\$ millions)

Table 44. Middle East & Africa Game IP Derivative Products Market Size by Type (2021-2026) & (\$ millions)

Table 45. Middle East & Africa Game IP Derivative Products Market Size by Application (2021-2026) & (\$ millions)

Table 46. Key Market Drivers & Growth Opportunities of Game IP Derivative Products

Table 47. Key Market Challenges & Risks of Game IP Derivative Products

Table 48. Key Industry Trends of Game IP Derivative Products

Table 49. Global Game IP Derivative Products Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 50. Global Game IP Derivative Products Market Size Market Share Forecast by Region (2027-2032)

Table 51. Global Game IP Derivative Products Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 52. Global Game IP Derivative Products Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 53. Tencent Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 54. Tencent Game IP Derivative Products Product Offered

Table 55. Tencent Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 56. Tencent Main Business

Table 57. Tencent Latest Developments

Table 58. Microsoft Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 59. Microsoft Game IP Derivative Products Product Offered

Table 60. Microsoft Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 61. Microsoft Main Business

Table 62. Microsoft Latest Developments

Table 63. Nintendo Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 64. Nintendo Game IP Derivative Products Product Offered

Table 65. Nintendo Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 66. Nintendo Main Business

Table 67. Nintendo Latest Developments

Table 68. SONY Details, Company Type, Game IP Derivative Products Area Served

and Its Competitors

Table 69. SONY Game IP Derivative Products Product Offered

Table 70. SONY Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 71. SONY Main Business

Table 72. SONY Latest Developments

Table 73. NetEase Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 74. NetEase Game IP Derivative Products Product Offered

Table 75. NetEase Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 76. NetEase Main Business

Table 77. NetEase Latest Developments

Table 78. Disney Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 79. Disney Game IP Derivative Products Product Offered

Table 80. Disney Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 81. Disney Main Business

Table 82. Disney Latest Developments

Table 83. Nexon Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 84. Nexon Game IP Derivative Products Product Offered

Table 85. Nexon Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 86. Nexon Main Business

Table 87. Nexon Latest Developments

Table 88. Ubisoft Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 89. Ubisoft Game IP Derivative Products Product Offered

Table 90. Ubisoft Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 91. Ubisoft Main Business

Table 92. Ubisoft Latest Developments

Table 93. miHoYo Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 94. miHoYo Game IP Derivative Products Product Offered

Table 95. miHoYo Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 96. miHoYo Main Business

Table 97. miHoYo Latest Developments

Table 98. Square Enix Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 99. Square Enix Game IP Derivative Products Product Offered

Table 100. Square Enix Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 101. Square Enix Main Business

Table 102. Square Enix Latest Developments

Table 103. Razer Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 104. Razer Game IP Derivative Products Product Offered

Table 105. Razer Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 106. Razer Main Business

Table 107. Razer Latest Developments

Table 108. Logitech G Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 109. Logitech G Game IP Derivative Products Product Offered

Table 110. Logitech G Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 111. Logitech G Main Business

Table 112. Logitech G Latest Developments

Table 113. Fangamer Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 114. Fangamer Game IP Derivative Products Product Offered

Table 115. Fangamer Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 116. Fangamer Main Business

Table 117. Fangamer Latest Developments

Table 118. McFarlane Toys Details, Company Type, Game IP Derivative Products Area Served and Its Competitors

Table 119. McFarlane Toys Game IP Derivative Products Product Offered

Table 120. McFarlane Toys Game IP Derivative Products Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 121. McFarlane Toys Main Business

Table 122. McFarlane Toys Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Game IP Derivative Products Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Game IP Derivative Products Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Game IP Derivative Products Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Game IP Derivative Products Sales Market Share by Country/Region (2025)
- Figure 8. Game IP Derivative Products Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Game IP Derivative Products Market Size Market Share by Type in 2025
- Figure 10. Global Game IP Derivative Products Market Size Market Share by Intellectual Property in 2025
- Figure 11. Game IP Derivative Products in Online
- Figure 12. Global Game IP Derivative Products Market: Online (2021-2026) & (\$ millions)
- Figure 13. Game IP Derivative Products in Retail
- Figure 14. Global Game IP Derivative Products Market: Retail (2021-2026) & (\$ millions)
- Figure 15. Game IP Derivative Products in Specialty Stores
- Figure 16. Global Game IP Derivative Products Market: Specialty Stores (2021-2026) & (\$ millions)
- Figure 17. Global Game IP Derivative Products Market Size Market Share by Application in 2025
- Figure 18. Global Game IP Derivative Products Revenue Market Share by Player in 2025
- Figure 19. Global Game IP Derivative Products Market Size Market Share by Region (2021-2026)
- Figure 20. Americas Game IP Derivative Products Market Size 2021-2026 (\$ millions)
- Figure 21. APAC Game IP Derivative Products Market Size 2021-2026 (\$ millions)
- Figure 22. Europe Game IP Derivative Products Market Size 2021-2026 (\$ millions)
- Figure 23. Middle East & Africa Game IP Derivative Products Market Size 2021-2026 (\$ millions)

Figure 24. Americas Game IP Derivative Products Value Market Share by Country in 2025

Figure 25. United States Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 26. Canada Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 27. Mexico Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 28. Brazil Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 29. APAC Game IP Derivative Products Market Size Market Share by Region in 2025

Figure 30. APAC Game IP Derivative Products Market Size Market Share by Type (2021-2026)

Figure 31. APAC Game IP Derivative Products Market Size Market Share by Application (2021-2026)

Figure 32. China Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 33. Japan Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 34. South Korea Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 35. Southeast Asia Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 36. India Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 37. Australia Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 38. Europe Game IP Derivative Products Market Size Market Share by Country in 2025

Figure 39. Europe Game IP Derivative Products Market Size Market Share by Type (2021-2026)

Figure 40. Europe Game IP Derivative Products Market Size Market Share by Application (2021-2026)

Figure 41. Germany Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 42. France Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 43. UK Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 44. Italy Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 45. Russia Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 46. Middle East & Africa Game IP Derivative Products Market Size Market Share by Region (2021-2026)

Figure 47. Middle East & Africa Game IP Derivative Products Market Size Market Share by Type (2021-2026)

Figure 48. Middle East & Africa Game IP Derivative Products Market Size Market Share by Application (2021-2026)

Figure 49. Egypt Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 50. South Africa Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 51. Israel Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 52. Turkey Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 53. GCC Countries Game IP Derivative Products Market Size Growth 2021-2026 (\$ millions)

Figure 54. Americas Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 55. APAC Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 56. Europe Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 57. Middle East & Africa Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 58. United States Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 59. Canada Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 60. Mexico Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 61. Brazil Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 62. China Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 63. Japan Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 64. Korea Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 65. Southeast Asia Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 66. India Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 67. Australia Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 68. Germany Game IP Derivative Products Market Size 2027-2032 (\$ millions)

Figure 69. France Game IP Derivative Products Market Size 2027-2032 (\$ millions)

- Figure 70. UK Game IP Derivative Products Market Size 2027-2032 (\$ millions)
- Figure 71. Italy Game IP Derivative Products Market Size 2027-2032 (\$ millions)
- Figure 72. Russia Game IP Derivative Products Market Size 2027-2032 (\$ millions)
- Figure 73. Egypt Game IP Derivative Products Market Size 2027-2032 (\$ millions)
- Figure 74. South Africa Game IP Derivative Products Market Size 2027-2032 (\$ millions)
- Figure 75. Israel Game IP Derivative Products Market Size 2027-2032 (\$ millions)
- Figure 76. Turkey Game IP Derivative Products Market Size 2027-2032 (\$ millions)
- Figure 77. Global Game IP Derivative Products Market Size Market Share Forecast by Type (2027-2032)
- Figure 78. Global Game IP Derivative Products Market Size Market Share Forecast by Application (2027-2032)
- Figure 79. GCC Countries Game IP Derivative Products Market Size 2027-2032 (\$ millions)

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