

Global IP Building Blocks Toys Market Growth 2026-2032

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Abstracts

The global IP Building Blocks Toys market size is predicted to grow from US\$ 276 million in 2025 to US\$ 607 million in 2032; it is expected to grow at a CAGR of 12.1% from 2026 to 2032.

IP Building Blocks Toys are a type of construction toy that integrates intellectual property (IP) themes, such as popular characters, stories, or universes from movies, TV shows, video games, or books. These toys leverage licensed content to appeal to fans of the associated IPs, combining creative building activities with storytelling and collectible value. Examples include LEGO sets themed around Star Wars, Marvel, Harry Potter, and other franchises.

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

Global key IP Building Blocks Toys players cover Lego, Mattel, Spin Master, Premium Bandai, ShanTou City Gooders Precision Technology, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the ?IP Building Blocks Toys Industry Forecast? looks at past sales and reviews total world IP Building Blocks Toys

sales in 2025, providing a comprehensive analysis by region and market sector of projected IP Building Blocks Toys sales for 2026 through 2032. With IP Building Blocks Toys sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world IP Building Blocks Toys industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for IP Building Blocks Toys 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 IP Building Blocks Toys.

This report presents a comprehensive overview, market shares, and growth opportunities of IP Building Blocks Toys market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Animation IP

Film and TV IP

Others

Segmentation by Application:

Adults

Children

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.

Lego

Mattel

Spin Master

Premium Bandai

ShanTou City Gooders Precision Technology

Bluke Building Block Technology

SEMBO

Qiaohe Tenon and Mortise

PINQI Culture and Technology

Banbao

Key Questions Addressed in this Report

What is the 10-year outlook for the global IP Building Blocks Toys market?

What factors are driving IP Building Blocks Toys market growth, globally and by region?

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

How do IP Building Blocks Toys market opportunities vary by end market size?

How does IP Building Blocks Toys break out by Type, by Application?

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 IP Building Blocks Toys Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for IP Building Blocks Toys by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for IP Building Blocks Toys by Country/Region, 2021, 2025 & 2032
- 2.2 IP Building Blocks Toys Segment by Type
 - 2.2.1 Animation IP
 - 2.2.2 Film and TV IP
 - 2.2.3 Others
 - 2.2.4 IP Building Blocks Toys Sales by Type
 - 2.2.4.1 Global IP Building Blocks Toys Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global IP Building Blocks Toys Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global IP Building Blocks Toys Sale Price by Type (2021-2026)
- 2.3 IP Building Blocks Toys Segment by Application
 - 2.3.1 Adults
 - 2.3.2 Children
 - 2.3.3 IP Building Blocks Toys Sales by Application
 - 2.3.3.1 Global IP Building Blocks Toys Sale Market Share by Application (2021-2026)
 - 2.3.3.2 Global IP Building Blocks Toys Revenue and Market Share by Application (2021-2026)
 - 2.3.3.3 Global IP Building Blocks Toys Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

- 3.1 Global IP Building Blocks Toys Breakdown Data by Company
 - 3.1.1 Global IP Building Blocks Toys Annual Sales by Company (2021-2026)
 - 3.1.2 Global IP Building Blocks Toys Sales Market Share by Company (2021-2026)
- 3.2 Global IP Building Blocks Toys Annual Revenue by Company (2021-2026)
 - 3.2.1 Global IP Building Blocks Toys Revenue by Company (2021-2026)
 - 3.2.2 Global IP Building Blocks Toys Revenue Market Share by Company (2021-2026)
- 3.3 Global IP Building Blocks Toys Sale Price by Company
- 3.4 Key Manufacturers IP Building Blocks Toys Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers IP Building Blocks Toys Product Location Distribution
 - 3.4.2 Players IP Building Blocks Toys Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR IP BUILDING BLOCKS TOYS BY GEOGRAPHIC REGION

- 4.1 World Historic IP Building Blocks Toys Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global IP Building Blocks Toys Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global IP Building Blocks Toys Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic IP Building Blocks Toys Market Size by Country/Region (2021-2026)
 - 4.2.1 Global IP Building Blocks Toys Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global IP Building Blocks Toys Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas IP Building Blocks Toys Sales Growth
- 4.4 APAC IP Building Blocks Toys Sales Growth
- 4.5 Europe IP Building Blocks Toys Sales Growth
- 4.6 Middle East & Africa IP Building Blocks Toys Sales Growth

5 AMERICAS

- 5.1 Americas IP Building Blocks Toys Sales by Country
 - 5.1.1 Americas IP Building Blocks Toys Sales by Country (2021-2026)

- 5.1.2 Americas IP Building Blocks Toys Revenue by Country (2021-2026)
- 5.2 Americas IP Building Blocks Toys Sales by Type (2021-2026)
- 5.3 Americas IP Building Blocks Toys Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC IP Building Blocks Toys Sales by Region
 - 6.1.1 APAC IP Building Blocks Toys Sales by Region (2021-2026)
 - 6.1.2 APAC IP Building Blocks Toys Revenue by Region (2021-2026)
- 6.2 APAC IP Building Blocks Toys Sales by Type (2021-2026)
- 6.3 APAC IP Building Blocks Toys Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

- 7.1 Europe IP Building Blocks Toys by Country
 - 7.1.1 Europe IP Building Blocks Toys Sales by Country (2021-2026)
 - 7.1.2 Europe IP Building Blocks Toys Revenue by Country (2021-2026)
- 7.2 Europe IP Building Blocks Toys Sales by Type (2021-2026)
- 7.3 Europe IP Building Blocks Toys Sales 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 IP Building Blocks Toys by Country

- 8.1.1 Middle East & Africa IP Building Blocks Toys Sales by Country (2021-2026)
- 8.1.2 Middle East & Africa IP Building Blocks Toys Revenue by Country (2021-2026)
- 8.2 Middle East & Africa IP Building Blocks Toys Sales by Type (2021-2026)
- 8.3 Middle East & Africa IP Building Blocks Toys Sales 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 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of IP Building Blocks Toys
- 10.3 Manufacturing Process Analysis of IP Building Blocks Toys
- 10.4 Industry Chain Structure of IP Building Blocks Toys

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 IP Building Blocks Toys Distributors
- 11.3 IP Building Blocks Toys Customer

12 WORLD FORECAST REVIEW FOR IP BUILDING BLOCKS TOYS BY GEOGRAPHIC REGION

- 12.1 Global IP Building Blocks Toys Market Size Forecast by Region
 - 12.1.1 Global IP Building Blocks Toys Forecast by Region (2027-2032)
 - 12.1.2 Global IP Building Blocks Toys Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)

- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global IP Building Blocks Toys Forecast by Type (2027-2032)
- 12.7 Global IP Building Blocks Toys Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Lego

- 13.1.1 Lego Company Information
- 13.1.2 Lego IP Building Blocks Toys Product Portfolios and Specifications
- 13.1.3 Lego IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.1.4 Lego Main Business Overview
- 13.1.5 Lego Latest Developments

13.2 Mattel

- 13.2.1 Mattel Company Information
- 13.2.2 Mattel IP Building Blocks Toys Product Portfolios and Specifications
- 13.2.3 Mattel IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.2.4 Mattel Main Business Overview
- 13.2.5 Mattel Latest Developments

13.3 Spin Master

- 13.3.1 Spin Master Company Information
- 13.3.2 Spin Master IP Building Blocks Toys Product Portfolios and Specifications
- 13.3.3 Spin Master IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.3.4 Spin Master Main Business Overview
- 13.3.5 Spin Master Latest Developments

13.4 Premium Bandai

- 13.4.1 Premium Bandai Company Information
- 13.4.2 Premium Bandai IP Building Blocks Toys Product Portfolios and Specifications
- 13.4.3 Premium Bandai IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.4.4 Premium Bandai Main Business Overview
- 13.4.5 Premium Bandai Latest Developments

13.5 ShanTou City Gooders Precision Technology

- 13.5.1 ShanTou City Gooders Precision Technology Company Information
- 13.5.2 ShanTou City Gooders Precision Technology IP Building Blocks Toys Product

Portfolios and Specifications

13.5.3 ShanTou City Gooders Precision Technology IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 ShanTou City Gooders Precision Technology Main Business Overview

13.5.5 ShanTou City Gooders Precision Technology Latest Developments

13.6 Bluke Building Block Technology

13.6.1 Bluke Building Block Technology Company Information

13.6.2 Bluke Building Block Technology IP Building Blocks Toys Product Portfolios and Specifications

13.6.3 Bluke Building Block Technology IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Bluke Building Block Technology Main Business Overview

13.6.5 Bluke Building Block Technology Latest Developments

13.7 SEMBO

13.7.1 SEMBO Company Information

13.7.2 SEMBO IP Building Blocks Toys Product Portfolios and Specifications

13.7.3 SEMBO IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 SEMBO Main Business Overview

13.7.5 SEMBO Latest Developments

13.8 Qiaohe Tenon and Mortise

13.8.1 Qiaohe Tenon and Mortise Company Information

13.8.2 Qiaohe Tenon and Mortise IP Building Blocks Toys Product Portfolios and Specifications

13.8.3 Qiaohe Tenon and Mortise IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Qiaohe Tenon and Mortise Main Business Overview

13.8.5 Qiaohe Tenon and Mortise Latest Developments

13.9 PINQI Culture and Technology

13.9.1 PINQI Culture and Technology Company Information

13.9.2 PINQI Culture and Technology IP Building Blocks Toys Product Portfolios and Specifications

13.9.3 PINQI Culture and Technology IP Building Blocks Toys Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 PINQI Culture and Technology Main Business Overview

13.9.5 PINQI Culture and Technology Latest Developments

13.10 Banbao

13.10.1 Banbao Company Information

13.10.2 Banbao IP Building Blocks Toys Product Portfolios and Specifications

13.10.3 Banbao IP Building Blocks Toys Sales, Revenue, Price and Gross Margin
(2021-2026)

13.10.4 Banbao Main Business Overview

13.10.5 Banbao Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. IP Building Blocks Toys Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. IP Building Blocks Toys Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Animation IP

Table 4. Major Players of Film and TV IP

Table 5. Major Players of Others

Table 6. Global IP Building Blocks Toys Sales by Type (2021-2026) & (K Units)

Table 7. Global IP Building Blocks Toys Sales Market Share by Type (2021-2026)

Table 8. Global IP Building Blocks Toys Revenue by Type (2021-2026) & (\$ million)

Table 9. Global IP Building Blocks Toys Revenue Market Share by Type (2021-2026)

Table 10. Global IP Building Blocks Toys Sale Price by Type (2021-2026) & (US\$/Unit)

Table 11. Global IP Building Blocks Toys Sale by Application (2021-2026) & (K Units)

Table 12. Global IP Building Blocks Toys Sale Market Share by Application (2021-2026)

Table 13. Global IP Building Blocks Toys Revenue by Application (2021-2026) & (\$ million)

Table 14. Global IP Building Blocks Toys Revenue Market Share by Application (2021-2026)

Table 15. Global IP Building Blocks Toys Sale Price by Application (2021-2026) & (US\$/Unit)

Table 16. Global IP Building Blocks Toys Sales by Company (2021-2026) & (K Units)

Table 17. Global IP Building Blocks Toys Sales Market Share by Company (2021-2026)

Table 18. Global IP Building Blocks Toys Revenue by Company (2021-2026) & (\$ millions)

Table 19. Global IP Building Blocks Toys Revenue Market Share by Company (2021-2026)

Table 20. Global IP Building Blocks Toys Sale Price by Company (2021-2026) & (US\$/Unit)

Table 21. Key Manufacturers IP Building Blocks Toys Producing Area Distribution and Sales Area

Table 22. Players IP Building Blocks Toys Products Offered

Table 23. IP Building Blocks Toys Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 24. New Products and Potential Entrants

Table 25. Market M&A Activity & Strategy

Table 26. Global IP Building Blocks Toys Sales by Geographic Region (2021-2026) & (K Units)

Table 27. Global IP Building Blocks Toys Sales Market Share Geographic Region (2021-2026)

Table 28. Global IP Building Blocks Toys Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 29. Global IP Building Blocks Toys Revenue Market Share by Geographic Region (2021-2026)

Table 30. Global IP Building Blocks Toys Sales by Country/Region (2021-2026) & (K Units)

Table 31. Global IP Building Blocks Toys Sales Market Share by Country/Region (2021-2026)

Table 32. Global IP Building Blocks Toys Revenue by Country/Region (2021-2026) & (\$ millions)

Table 33. Global IP Building Blocks Toys Revenue Market Share by Country/Region (2021-2026)

Table 34. Americas IP Building Blocks Toys Sales by Country (2021-2026) & (K Units)

Table 35. Americas IP Building Blocks Toys Sales Market Share by Country (2021-2026)

Table 36. Americas IP Building Blocks Toys Revenue by Country (2021-2026) & (\$ millions)

Table 37. Americas IP Building Blocks Toys Sales by Type (2021-2026) & (K Units)

Table 38. Americas IP Building Blocks Toys Sales by Application (2021-2026) & (K Units)

Table 39. APAC IP Building Blocks Toys Sales by Region (2021-2026) & (K Units)

Table 40. APAC IP Building Blocks Toys Sales Market Share by Region (2021-2026)

Table 41. APAC IP Building Blocks Toys Revenue by Region (2021-2026) & (\$ millions)

Table 42. APAC IP Building Blocks Toys Sales by Type (2021-2026) & (K Units)

Table 43. APAC IP Building Blocks Toys Sales by Application (2021-2026) & (K Units)

Table 44. Europe IP Building Blocks Toys Sales by Country (2021-2026) & (K Units)

Table 45. Europe IP Building Blocks Toys Revenue by Country (2021-2026) & (\$ millions)

Table 46. Europe IP Building Blocks Toys Sales by Type (2021-2026) & (K Units)

Table 47. Europe IP Building Blocks Toys Sales by Application (2021-2026) & (K Units)

Table 48. Middle East & Africa IP Building Blocks Toys Sales by Country (2021-2026) & (K Units)

Table 49. Middle East & Africa IP Building Blocks Toys Revenue Market Share by Country (2021-2026)

Table 50. Middle East & Africa IP Building Blocks Toys Sales by Type (2021-2026) & (K

Units)

Table 51. Middle East & Africa IP Building Blocks Toys Sales by Application (2021-2026) & (K Units)

Table 52. Key Market Drivers & Growth Opportunities of IP Building Blocks Toys

Table 53. Key Market Challenges & Risks of IP Building Blocks Toys

Table 54. Key Industry Trends of IP Building Blocks Toys

Table 55. IP Building Blocks Toys Raw Material

Table 56. Key Suppliers of Raw Materials

Table 57. IP Building Blocks Toys Distributors List

Table 58. IP Building Blocks Toys Customer List

Table 59. Global IP Building Blocks Toys Sales Forecast by Region (2027-2032) & (K Units)

Table 60. Global IP Building Blocks Toys Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 61. Americas IP Building Blocks Toys Sales Forecast by Country (2027-2032) & (K Units)

Table 62. Americas IP Building Blocks Toys Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 63. APAC IP Building Blocks Toys Sales Forecast by Region (2027-2032) & (K Units)

Table 64. APAC IP Building Blocks Toys Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 65. Europe IP Building Blocks Toys Sales Forecast by Country (2027-2032) & (K Units)

Table 66. Europe IP Building Blocks Toys Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 67. Middle East & Africa IP Building Blocks Toys Sales Forecast by Country (2027-2032) & (K Units)

Table 68. Middle East & Africa IP Building Blocks Toys Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 69. Global IP Building Blocks Toys Sales Forecast by Type (2027-2032) & (K Units)

Table 70. Global IP Building Blocks Toys Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 71. Global IP Building Blocks Toys Sales Forecast by Application (2027-2032) & (K Units)

Table 72. Global IP Building Blocks Toys Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 73. Lego Basic Information, IP Building Blocks Toys Manufacturing Base, Sales

Area and Its Competitors

Table 74. Lego IP Building Blocks Toys Product Portfolios and Specifications

Table 75. Lego IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 76. Lego Main Business

Table 77. Lego Latest Developments

Table 78. Mattel Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 79. Mattel IP Building Blocks Toys Product Portfolios and Specifications

Table 80. Mattel IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 81. Mattel Main Business

Table 82. Mattel Latest Developments

Table 83. Spin Master Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 84. Spin Master IP Building Blocks Toys Product Portfolios and Specifications

Table 85. Spin Master IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 86. Spin Master Main Business

Table 87. Spin Master Latest Developments

Table 88. Premium Bandai Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 89. Premium Bandai IP Building Blocks Toys Product Portfolios and Specifications

Table 90. Premium Bandai IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 91. Premium Bandai Main Business

Table 92. Premium Bandai Latest Developments

Table 93. ShanTou City Gooders Precision Technology Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 94. ShanTou City Gooders Precision Technology IP Building Blocks Toys Product Portfolios and Specifications

Table 95. ShanTou City Gooders Precision Technology IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. ShanTou City Gooders Precision Technology Main Business

Table 97. ShanTou City Gooders Precision Technology Latest Developments

Table 98. Blue Building Block Technology Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 99. Blue Building Block Technology IP Building Blocks Toys Product Portfolios

and Specifications

Table 100. Bluke Building Block Technology IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. Bluke Building Block Technology Main Business

Table 102. Bluke Building Block Technology Latest Developments

Table 103. SEMBO Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 104. SEMBO IP Building Blocks Toys Product Portfolios and Specifications

Table 105. SEMBO IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. SEMBO Main Business

Table 107. SEMBO Latest Developments

Table 108. Qiaohe Tenon and Mortise Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 109. Qiaohe Tenon and Mortise IP Building Blocks Toys Product Portfolios and Specifications

Table 110. Qiaohe Tenon and Mortise IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Qiaohe Tenon and Mortise Main Business

Table 112. Qiaohe Tenon and Mortise Latest Developments

Table 113. PINQI Culture and Technology Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 114. PINQI Culture and Technology IP Building Blocks Toys Product Portfolios and Specifications

Table 115. PINQI Culture and Technology IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. PINQI Culture and Technology Main Business

Table 117. PINQI Culture and Technology Latest Developments

Table 118. Banbao Basic Information, IP Building Blocks Toys Manufacturing Base, Sales Area and Its Competitors

Table 119. Banbao IP Building Blocks Toys Product Portfolios and Specifications

Table 120. Banbao IP Building Blocks Toys Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Banbao Main Business

Table 122. Banbao Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of IP Building Blocks Toys
- Figure 2. IP Building Blocks Toys Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global IP Building Blocks Toys Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global IP Building Blocks Toys Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. IP Building Blocks Toys Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. IP Building Blocks Toys Sales Market Share by Country/Region (2025)
- Figure 10. IP Building Blocks Toys Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Animation IP
- Figure 12. Product Picture of Film and TV IP
- Figure 13. Product Picture of Others
- Figure 14. Global IP Building Blocks Toys Sales Market Share by Type in 2026
- Figure 15. Global IP Building Blocks Toys Revenue Market Share by Type (2021-2026)
- Figure 16. IP Building Blocks Toys Consumed in Adults
- Figure 17. Global IP Building Blocks Toys Market: Adults (2021-2026) & (K Units)
- Figure 18. IP Building Blocks Toys Consumed in Children
- Figure 19. Global IP Building Blocks Toys Market: Children (2021-2026) & (K Units)
- Figure 20. Global IP Building Blocks Toys Sale Market Share by Application (2025)
- Figure 21. Global IP Building Blocks Toys Revenue Market Share by Application in 2026
- Figure 22. IP Building Blocks Toys Sales by Company in 2026 (K Units)
- Figure 23. Global IP Building Blocks Toys Sales Market Share by Company in 2026
- Figure 24. IP Building Blocks Toys Revenue by Company in 2026 (\$ millions)
- Figure 25. Global IP Building Blocks Toys Revenue Market Share by Company in 2026
- Figure 26. Global IP Building Blocks Toys Sales Market Share by Geographic Region (2021-2026)
- Figure 27. Global IP Building Blocks Toys Revenue Market Share by Geographic Region in 2026
- Figure 28. Americas IP Building Blocks Toys Sales 2021-2026 (K Units)
- Figure 29. Americas IP Building Blocks Toys Revenue 2021-2026 (\$ millions)
- Figure 30. APAC IP Building Blocks Toys Sales 2021-2026 (K Units)

- Figure 31. APAC IP Building Blocks Toys Revenue 2021-2026 (\$ millions)
- Figure 32. Europe IP Building Blocks Toys Sales 2021-2026 (K Units)
- Figure 33. Europe IP Building Blocks Toys Revenue 2021-2026 (\$ millions)
- Figure 34. Middle East & Africa IP Building Blocks Toys Sales 2021-2026 (K Units)
- Figure 35. Middle East & Africa IP Building Blocks Toys Revenue 2021-2026 (\$ millions)
- Figure 36. Americas IP Building Blocks Toys Sales Market Share by Country in 2026
- Figure 37. Americas IP Building Blocks Toys Revenue Market Share by Country (2021-2026)
- Figure 38. Americas IP Building Blocks Toys Sales Market Share by Type (2021-2026)
- Figure 39. Americas IP Building Blocks Toys Sales Market Share by Application (2021-2026)
- Figure 40. United States IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 41. Canada IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 42. Mexico IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 43. Brazil IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 44. APAC IP Building Blocks Toys Sales Market Share by Region in 2026
- Figure 45. APAC IP Building Blocks Toys Revenue Market Share by Region (2021-2026)
- Figure 46. APAC IP Building Blocks Toys Sales Market Share by Type (2021-2026)
- Figure 47. APAC IP Building Blocks Toys Sales Market Share by Application (2021-2026)
- Figure 48. China IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 49. Japan IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 50. South Korea IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 51. Southeast Asia IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 52. India IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 53. Australia IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 54. China Taiwan IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)
- Figure 55. Europe IP Building Blocks Toys Sales Market Share by Country in 2026
- Figure 56. Europe IP Building Blocks Toys Revenue Market Share by Country (2021-2026)
- Figure 57. Europe IP Building Blocks Toys Sales Market Share by Type (2021-2026)
- Figure 58. Europe IP Building Blocks Toys Sales Market Share by Application (2021-2026)
- Figure 59. Germany IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 60. France IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 61. UK IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 62. Italy IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 63. Russia IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 64. Middle East & Africa IP Building Blocks Toys Sales Market Share by Country (2021-2026)

Figure 65. Middle East & Africa IP Building Blocks Toys Sales Market Share by Type (2021-2026)

Figure 66. Middle East & Africa IP Building Blocks Toys Sales Market Share by Application (2021-2026)

Figure 67. Egypt IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 68. South Africa IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 69. Israel IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 70. Turkey IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 71. GCC Countries IP Building Blocks Toys Revenue Growth 2021-2026 (\$ millions)

Figure 72. Manufacturing Cost Structure Analysis of IP Building Blocks Toys in 2026

Figure 73. Manufacturing Process Analysis of IP Building Blocks Toys

Figure 74. Industry Chain Structure of IP Building Blocks Toys

Figure 75. Channels of Distribution

Figure 76. Global IP Building Blocks Toys Sales Market Forecast by Region (2027-2032)

Figure 77. Global IP Building Blocks Toys Revenue Market Share Forecast by Region (2027-2032)

Figure 78. Global IP Building Blocks Toys Sales Market Share Forecast by Type (2027-2032)

Figure 79. Global IP Building Blocks Toys Revenue Market Share Forecast by Type (2027-2032)

Figure 80. Global IP Building Blocks Toys Sales Market Share Forecast by Application (2027-2032)

Figure 81. Global IP Building Blocks Toys Revenue Market Share Forecast by Application (2027-2032)

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