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Global IP Plush Bag Charms Market Growth 2026-2032

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Abstracts

The global IP Plush Bag Charms market size is predicted to grow from US$ 2280 million in 2025 to US$ 7472 million in 2032; it is expected to grow at a CAGR of 18.6% from 2026 to 2032.

In 2025, global sales volume of IP plush bag charms was estimated at approximately 210 million units, with an average selling price of about US$11.1 per unit. IP plush bag charms are small plush consumer products designed around commercially identifiable proprietary IP, licensed IP, collaborative IP, or branded character images. They typically feature a flexible textile outer shell, polyester fiber or other soft filling materials, and an attachment mechanism such as a metal clasp, keyring, ball chain, fabric strap, or cord. By combining character styling, embroidery, printing, costume accessories, and series-based design with the portability and decorative function of miniature plush products, they support personal expression, character collecting, social display, gifting, and emotional companionship. Their primary applications include decoration for handbags, backpacks, school bags, luggage, and other personal belongings, as well as merchandise associated with animation, games, collectible toys, brand collaborations, museums, cultural tourism, sporting events, promotional campaigns, and corporate mascots.

Market growth is primarily driven by the continued commercialization of popular animation, gaming, film, and collectible-toy IP, rising demand among younger consumers for emotional value, personal expression, and affordable collecting, and the rapid launch of blind-box, limited-edition, and brand-collaboration products. Social media exposure and celebrity-driven trends further accelerate the creation of bestselling designs. Relatively accessible prices, portability, and strong repeat-purchase potential support sales through brand stores, e-commerce platforms, theme parks, museums, cultural tourism venues, and event merchandise channels. Mature plush manufacturing supply chains in China and Southeast Asia, flexible small-batch production, and

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expanding global IP licensing partnerships are also supporting faster product development and broader market penetration.

Report Scope

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for IP Plush Bag Charms 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 Plush Bag Charms.

This report presents a comprehensive overview, market shares, and growth opportunities of IP Plush Bag Charms market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Full-Body Plush Bag Charms

Head Plush Bag Charms

Object Plush Bag Charms

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Cluster Plush Bag Charms

Other Plush Bag Charms

Segmentation by IP Source:

Proprietary IP

Licensed IP

Collaboration IP

Other

Segmentation by Sales Format:

Open-Choice Single SKU

Blind-Box Random SKU

Fixed Multi-Piece Set

Other

Segmentation by Application:

IP Brands

Consumer Product Brands

Cultural Tourism Institutions

Corporate Customization

Other Applications

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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

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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.

The Walt Disney Company

Ty Inc.

Jazwares, LLC

DOUGLAS Co., Inc.

Squishable.com, Inc.

Build-A-Bear Workshop, Inc.

Spin Master Corp.

Kidrobot, Inc.

Jellycat Limited

Keel Toys Limited

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Keycraft Global Limited

Rainbow Designs Limited

NICI GmbH

Margarete Steiff GmbH

Bon Ton Toys B.V.

Trudi S.p.A.

Sanrio Company, Ltd.

The Pok?mon Company

Sekiguchi Co., Ltd.

Sanei Boeki Co., Ltd.

TOMY Company, Ltd.

SK Japan Co., Ltd.

Gray Parker Service Inc.

Bandai Namco Holdings Inc.

FuRyu Corporation

SEGA SAMMY HOLDINGS INC.

Square Enix Holdings Co., Ltd.

Sunlemon Co., Ltd.

AMUSE Co., Ltd.

Aurora World Corporation

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IPX Corporation

ARTSHARE CO., LTD.

???? ???

Kakao Corp.

POP MART INTERNATIONAL GROUP LIMITED

MINISO Group Holding Limited

52TOYS Development Co., Ltd.

Robotime Technology Suzhou Co., Ltd.

B.Duck Semk Holdings International Limited

Guangzhou McHugs Limited

ZURU Inc.

Key Questions Addressed in this Report

What is the 10-year outlook for the global IP Plush Bag Charms market?

What factors are driving IP Plush Bag Charms market growth, globally and by region?

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

How do IP Plush Bag Charms market opportunities vary by end market size?

How does IP Plush Bag Charms break out by Type, by Application?

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