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Global IP Pop Toy Market Growth 2025-2031

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Abstracts

The global IP Pop Toy market size is predicted to grow from US$ 4289 million in 2025 to US$ 6724 million in 2031; it is expected to grow at a CAGR of 7.8% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

IP pop toys are toys that blend trendy culture with a unique artistic style and are designed and produced based on a specific IP. They are not only carriers of trendy culture but also contain the creativity and emotional expressions of designers and artists. Their significance lies in providing consumers with products with collection value and artistic charm, meeting people's needs for personalization and cultural pursuit. IP pop toys offer unique aesthetic experiences, emotional sustenance, and social topics, enhancing their collection value through limited releases and scarcity. Functionally, they serve as artistic ornaments to beautify the environment, and can also attract fans with popular IPs, becoming a bond for social interaction, connecting different groups of enthusiasts, and promoting cultural exchange and dissemination.

United States market for IP Pop Toy 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 IP Pop Toy 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 IP Pop Toy is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

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Global key IP Pop Toy players cover Bandai, Sideshow Collectible, KOTOBUKIYA, Kaiyodo, Kidrobot, 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 “IP Pop Toy Industry Forecast” looks at past sales and reviews total world IP Pop Toy sales in 2024, providing a comprehensive analysis by region and market sector of projected IP Pop Toy sales for 2025 through 2031. With IP Pop Toy sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world IP Pop Toy industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for IP Pop Toy 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 Pop Toy.

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

Segmentation by Type:

Authorized IP

Original IP

Proxy IP

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Segmentation by Application:

- Blind Box
- Specific Figure
- Ball-jointed Doll (BJD) Action Figure
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe

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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.

Bandai

Sideshow Collectible

KOTOBUKIYA

Kaiyodo

Kidrobot

Funko

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Unbox Industries

Smoko

Mighty Jaxx

Toy2R

Fools Paradise

SANRIO

TOPTOY

POP-MART

Guangzhou Clever Idea Culture Science and Technology

Hangzhou TNT SPACE

Zhongshan Chengxin Cultural and Creative

Key Questions Addressed in this Report

What is the 10-year outlook for the global IP Pop Toy market?
What factors are driving IP Pop Toy market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do IP Pop Toy market opportunities vary by end market size?
How does IP Pop Toy break out by Type, by Application?

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