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Global IP Trading Cards Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global IP Trading Cards market size is predicted to grow from US$ 2662 million in 2025 to US$ 5391 million in 2032; it is expected to grow at a CAGR of 10.4% from 2026 to 2032.

IP Trading Cards refer to collectible and tradable card products themed around well-known intellectual properties (IP) such as anime, comics, games (ACG), movies, TV shows, sports celebrities, musical artists, and brand icons. Each card typically features specific characters, scenes, items, autographs, or commemorative elements, offering both collectible and monetary value. IP trading cards appeal not only to young enthusiasts but also to adult collectors and investors, with rare cards sometimes commanding high market prices. Driven by the rise of global fandom culture, the popularity of ACG content, and the integration of technologies like NFTs (Non-Fungible Tokens), the IP trading card market is rapidly expanding. It is now a vibrant sector that includes conventions, competitions, auctions, and community exchanges, playing an increasingly significant role in the cultural consumption and investment landscape.

In recent years, IP Trading Cards have evolved from traditional hobby collectibles into a hybrid asset class that combines cultural consumption, digital trading infrastructure, and emotional economy. Their growth is primarily driven by three structural forces: the continuous expansion of the global IP industry (including film, sports, anime, and gaming franchises), the rising demand from Gen Z consumers for tangible, displayable, and socially shareable collectibles, and the development of digital marketplaces and auction mechanisms that improve price discovery and market transparency.

In Western markets, particularly the United States and parts of Europe, IP trading cards have developed into a relatively mature ecosystem. Sports cards (e.g., NBA, NFL) and

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entertainment IP cards dominate the sector, with value determined by scarcity (low print runs), grading certification systems (such as PSA or BGS), and community consensus. The market exhibits clear financial characteristics, including sensitivity to liquidity cycles, correlation with broader risk appetite, and the emergence of “blue-chip” cards that behave similarly to long-duration collectible assets. Secondary market liquidity is relatively high, supported by established auction platforms and institutionalized grading standards.

In contrast, Asian markets—especially China—remain in an earlier stage of development, albeit with rapid growth momentum. The Chinese market is characterized by emotion-driven consumption, where purchasing decisions are heavily influenced by anime, gaming, idol culture, and social identity rather than pure investment logic. Product formats tend to emphasize content engagement and gamification, such as blind box card packs and limited collaboration editions. However, due to the lack of unified grading standards, fragmented trading platforms, and regulatory heterogeneity, the secondary market remains underdeveloped and less standardized.

From an asset perspective, IP trading cards are currently undergoing a transition from consumption goods to quasi-investment collectibles, though this transition is uneven and highly volatile. Western markets are closer to a mature stage of collectibles financialization, while the Chinese market is still in a culture-driven expansion phase. The long-term growth trajectory of the industry will largely depend on three key variables: the sustainability and lifecycle management of core IPs, the standardization of global grading and trading infrastructure, and the retention and repeat purchasing behavior of younger consumer cohorts.

It is important to note that this market is inherently narrative-driven. Valuation is heavily dependent on “narrative consensus,” meaning collective agreement on the cultural significance and scarcity of specific IP assets. When hype cycles fade or narrative cohesion weakens, price corrections can be sharp and rapid. As such, IP trading cards are more appropriately positioned as high-risk, high-volatility allocations within a diversified portfolio rather than stable yield-generating assets.

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

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

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

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

Segmentation by Type:

Collectible Card Games

Non-Game Cards

Segmentation by Source:

Sports IP

Anime & Pop Culture IP

Gaming IP

Segmentation by Target People:

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Mass Market

Hobby/Premium

Segmentation by Application:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

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- 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.

- Pokemon
- Fanatics
- Kayou
- Bandai
- Konami

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Panini

Wizards of the Coast

Tomy Company

The Upper Deck Company

Bushiroad

Ravensburger

Jason Anime

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