

Global Licensed Figure Market Growth 2026-2032

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Abstracts

The global Licensed Figure market size is predicted to grow from US\$ 8988 million in 2025 to US\$ 18360 million in 2032; it is expected to grow at a CAGR of 11.0% from 2026 to 2032.

Licensed figures are physical or digital three-dimensional character products whose designs, likenesses, or visual elements are authorized by intellectual property (IP) owners from films, TV, animation, comics, games, sports, celebrities, brands, or cultural institutions, and produced by toy/collectible manufacturers or studios under formal licensing agreements for retail, promotional, or premium collectible purposes.

The licensed figure industry chain starts upstream with IP creators/owners (film studios, animation houses, game developers, sports leagues, celebrities, brand owners), designers, sculptors, mold makers, raw material suppliers (plastics, resins, metals, packaging, paints) and licensing agencies; flows into midstream figure manufacturers and OEM/ODM plants that handle product design, prototyping, tooling, molding, painting, assembly, quality control and packaging under licensing contracts; and ends downstream with brand owners, distributors, e-commerce platforms, specialty/hobby shops, mass retailers, theme parks, events, and end consumers such as kids, fans, core collectors, and corporate buyers worldwide.

Globally, projects under construction and planned in the licensed figure space mainly include capacity expansion and automation upgrades of figure manufacturing plants in China and Southeast Asia, new smart factories integrating robotics and digital QC for high-precision collectibles, the launch of vertically integrated licensing?to?DTC e-commerce operations by major IP owners, new regional distribution centers in North America and Europe for faster delivery, and cross-border e-commerce infrastructure, together with numerous new IP-based product lines and collaborations between studios, toy companies, fashion brands, artists, and sports leagues targeting anime, game,

movie, and art-toy-oriented collectors.

2024 Global Market sales Volume: 350 million units, Average Global Market Price: USD 25 per unit, Market Average Gross Profit Margin: 35%.

The global licensed figure market has grown steadily due to the rapid expansion of entertainment IP ecosystems, the globalization of anime and gaming culture, and rising consumer willingness to purchase character-based products for both play and collection. Growth is driven by strong releases in movies, TV, anime, and games, which continuously refresh demand for character figures across mass-market toys and premium collectibles. Regionally, North America remains a core market with deep Hollywood IP resources and a mature retail structure, while Asia-Pacific—particularly Japan, China, and South Korea—leads in anime- and game-driven figure consumption and collector culture. Europe shows stable but more fragmented demand, with strong sales linked to major film franchises, football clubs, and cultural brand collaborations. Opportunities are emerging from digital-physical integration, such as app-linked figures, collectible drops tied to virtual events, and new licensing channels from streaming platforms and virtual influencers. Demand for premium figures, resin statues, and limited-edition art toys is rising as adult collectors increase their spending power and seek higher craftsmanship and exclusivity.

However, the market faces risks, including overdependency on blockbuster IP releases, short product life cycles tied to seasonal content cycles, and increasing regulatory scrutiny over safety standards and environmental compliance. Manufacturing challenges such as rising labor costs, hand-painting labor shortages, and pressure for sustainable materials also affect profitability. Meanwhile, market saturation in certain genres—especially mainstream superhero and anime categories—creates volatility in retail performance. Key trends include the shift toward DTC e-commerce by figure brands, rapid adoption of AI-assisted sculpting and digital modeling, and personalization features that allow fans to customize poses or accessories. The competitive landscape is divided between global toy giants dominating mass-market figures and specialized collectible companies leading the high-end segment, while Chinese and Southeast Asian OEMs continue to strengthen their capabilities and move up the value chain. As consumer fandom communities deepen and cross-border e-commerce expands, the licensed figure market is expected to maintain a positive long-term trajectory with growing segmentation between play-oriented products and adult collector-focused premium offerings.

LP Information, Inc. (LPI) ' newest research report, the 'Licensed Figure Industry

Forecast? looks at past sales and reviews total world Licensed Figure sales in 2025, providing a comprehensive analysis by region and market sector of projected Licensed Figure sales for 2026 through 2032. With Licensed Figure sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Licensed Figure industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Licensed Figure and breaks down the forecast by Type, by IP Source, 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 Licensed Figure.

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

Segmentation by Type:

PVC / ABS Mass-Production

Resin / Polystone Statues and Busts

Die-Cast Metal Figures and Hybrid

Soft Vinyl, Plush-Integrated or Mixed

Segmentation by Articulation:

Non-Articulated

Articulated Action

Segmentation by Price / Positioning:

Mass-Market Kids? Figures (Low Price, High Volume)

Mid-Range Collector Figures (Hobby Grade)

Premium / High-End Collectible Figures and Statues

Limited-Edition / Luxury Art-Toy Figures

Segmentation by End User:

Children (Preschool & School-Age)

Teenagers & Young Adults

Adult Core Collectors

Corporate / Institutional Buyers

Segmentation by IP Source:

Movie & TV Series-Based Licensed Figures

Anime / Manga / Cartoon-Based Licensed Figures

Game & Esports Character Figures

Sports, Celebrity, Brand & Cultural IP Figures

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.

Hasbro

Mattel

Bandai Namco Entertainment

The LEGO Group

Spin Master

Funko

Tomy Company, Ltd

Good Smile Company

McFarlane Toys

Diamond Select Toys

Kotobukiya Co., Ltd.

Max Factory

Kaiyodo Co., Ltd

Mezco Toyz

Sideshow Collectibles

Pop Mart International

Threezero

Key Questions Addressed in this Report

What is the 10-year outlook for the global Licensed Figure market?

What factors are driving Licensed Figure market growth, globally and by region?

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

How do Licensed Figure market opportunities vary by end market size?

How does Licensed Figure break out by Type, by IP Source?

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 Licensed Figure Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Licensed Figure by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Licensed Figure by Country/Region, 2021, 2025 & 2032
- 2.2 Licensed Figure Segment by Type
 - 2.2.1 PVC / ABS Mass-Production
 - 2.2.2 Resin / Polystone Statues and Busts
 - 2.2.3 Die-Cast Metal Figures and Hybrid
 - 2.2.4 Soft Vinyl, Plush-Integrated or Mixed
 - 2.2.5 Licensed Figure Sales by Type
 - 2.2.5.1 Global Licensed Figure Sales Market Share by Type (2021-2026)
 - 2.2.5.2 Global Licensed Figure Revenue and Market Share by Type (2021-2026)
 - 2.2.5.3 Global Licensed Figure Sale Price by Type (2021-2026)
- 2.3 Licensed Figure Segment by Articulation
 - 2.3.1 Non-Articulated
 - 2.3.2 Articulated Action
 - 2.3.3 Licensed Figure Sales by Articulation
 - 2.3.3.1 Global Licensed Figure Sales Market Share by Articulation (2021-2026)
 - 2.3.3.2 Global Licensed Figure Revenue and Market Share by Articulation (2021-2026)
 - 2.3.3.3 Global Licensed Figure Sale Price by Articulation (2021-2026)
- 2.4 Licensed Figure Segment by Price / Positioning

- 2.4.1 Mass-Market Kids? Figures (Low Price, High Volume)
- 2.4.2 Mid-Range Collector Figures (Hobby Grade)
- 2.4.3 Premium / High-End Collectible Figures and Statues
- 2.4.4 Limited-Edition / Luxury Art-Toy Figures
- 2.4.5 Licensed Figure Sales by Price / Positioning
 - 2.4.5.1 Global Licensed Figure Sales Market Share by Price / Positioning (2021-2026)
 - 2.4.5.2 Global Licensed Figure Revenue and Market Share by Price / Positioning (2021-2026)
 - 2.4.5.3 Global Licensed Figure Sale Price by Price / Positioning (2021-2026)
- 2.5 Licensed Figure Segment by End User
 - 2.5.1 Children (Preschool & School-Age)
 - 2.5.2 Teenagers & Young Adults
 - 2.5.3 Adult Core Collectors
 - 2.5.4 Corporate / Institutional Buyers
 - 2.5.5 Licensed Figure Sales by End User
 - 2.5.5.1 Global Licensed Figure Sales Market Share by End User (2021-2026)
 - 2.5.5.2 Global Licensed Figure Revenue and Market Share by End User (2021-2026)
 - 2.5.5.3 Global Licensed Figure Sale Price by End User (2021-2026)
- 2.6 Licensed Figure Segment by IP Source
 - 2.6.1 Movie & TV Series-Based Licensed Figures
 - 2.6.2 Anime / Manga / Cartoon-Based Licensed Figures
 - 2.6.3 Game & Esports Character Figures
 - 2.6.4 Sports, Celebrity, Brand & Cultural IP Figures
 - 2.6.5 Licensed Figure Sales by IP Source
 - 2.6.5.1 Global Licensed Figure Sale Market Share by IP Source (2021-2026)
 - 2.6.5.2 Global Licensed Figure Revenue and Market Share by IP Source (2021-2026)
 - 2.6.5.3 Global Licensed Figure Sale Price by IP Source (2021-2026)

3 GLOBAL BY COMPANY

- 3.1 Global Licensed Figure Breakdown Data by Company
 - 3.1.1 Global Licensed Figure Annual Sales by Company (2021-2026)
 - 3.1.2 Global Licensed Figure Sales Market Share by Company (2021-2026)
- 3.2 Global Licensed Figure Annual Revenue by Company (2021-2026)
 - 3.2.1 Global Licensed Figure Revenue by Company (2021-2026)
 - 3.2.2 Global Licensed Figure Revenue Market Share by Company (2021-2026)
- 3.3 Global Licensed Figure Sale Price by Company
- 3.4 Key Manufacturers Licensed Figure Producing Area Distribution, Sales Area,

Product Type

- 3.4.1 Key Manufacturers Licensed Figure Product Location Distribution
- 3.4.2 Players Licensed Figure 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 LICENSED FIGURE BY GEOGRAPHIC REGION

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

5 AMERICAS

- 5.1 Americas Licensed Figure Sales by Country
 - 5.1.1 Americas Licensed Figure Sales by Country (2021-2026)
 - 5.1.2 Americas Licensed Figure Revenue by Country (2021-2026)
- 5.2 Americas Licensed Figure Sales by Type (2021-2026)
- 5.3 Americas Licensed Figure Sales by IP Source (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Licensed Figure Sales by Region
 - 6.1.1 APAC Licensed Figure Sales by Region (2021-2026)
 - 6.1.2 APAC Licensed Figure Revenue by Region (2021-2026)

- 6.2 APAC Licensed Figure Sales by Type (2021-2026)
- 6.3 APAC Licensed Figure Sales by IP Source (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 Licensed Figure by Country
 - 7.1.1 Europe Licensed Figure Sales by Country (2021-2026)
 - 7.1.2 Europe Licensed Figure Revenue by Country (2021-2026)
- 7.2 Europe Licensed Figure Sales by Type (2021-2026)
- 7.3 Europe Licensed Figure Sales by IP Source (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 Licensed Figure by Country
 - 8.1.1 Middle East & Africa Licensed Figure Sales by Country (2021-2026)
 - 8.1.2 Middle East & Africa Licensed Figure Revenue by Country (2021-2026)
- 8.2 Middle East & Africa Licensed Figure Sales by Type (2021-2026)
- 8.3 Middle East & Africa Licensed Figure Sales by IP Source (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 Licensed Figure

10.3 Manufacturing Process Analysis of Licensed Figure

10.4 Industry Chain Structure of Licensed Figure

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Licensed Figure Distributors

11.3 Licensed Figure Customer

12 WORLD FORECAST REVIEW FOR LICENSED FIGURE BY GEOGRAPHIC REGION

12.1 Global Licensed Figure Market Size Forecast by Region

12.1.1 Global Licensed Figure Forecast by Region (2027-2032)

12.1.2 Global Licensed Figure 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 Licensed Figure Forecast by Type (2027-2032)

12.7 Global Licensed Figure Forecast by IP Source (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Hasbro

13.1.1 Hasbro Company Information

13.1.2 Hasbro Licensed Figure Product Portfolios and Specifications

13.1.3 Hasbro Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Hasbro Main Business Overview

13.1.5 Hasbro Latest Developments

13.2 Mattel

13.2.1 Mattel Company Information

13.2.2 Mattel Licensed Figure Product Portfolios and Specifications

13.2.3 Mattel Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Mattel Main Business Overview

13.2.5 Mattel Latest Developments

13.3 Bandai Namco Entertainment

13.3.1 Bandai Namco Entertainment Company Information

13.3.2 Bandai Namco Entertainment Licensed Figure Product Portfolios and Specifications

13.3.3 Bandai Namco Entertainment Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Bandai Namco Entertainment Main Business Overview

13.3.5 Bandai Namco Entertainment Latest Developments

13.4 The LEGO Group

13.4.1 The LEGO Group Company Information

13.4.2 The LEGO Group Licensed Figure Product Portfolios and Specifications

13.4.3 The LEGO Group Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 The LEGO Group Main Business Overview

13.4.5 The LEGO Group Latest Developments

13.5 Spin Master

13.5.1 Spin Master Company Information

13.5.2 Spin Master Licensed Figure Product Portfolios and Specifications

13.5.3 Spin Master Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Spin Master Main Business Overview

13.5.5 Spin Master Latest Developments

13.6 Funko

13.6.1 Funko Company Information

13.6.2 Funko Licensed Figure Product Portfolios and Specifications

13.6.3 Funko Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Funko Main Business Overview

13.6.5 Funko Latest Developments

13.7 Tomy Company, Ltd

13.7.1 Tomy Company, Ltd Company Information

13.7.2 Tomy Company, Ltd Licensed Figure Product Portfolios and Specifications

13.7.3 Tomy Company, Ltd Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.7.4 Tomy Company, Ltd Main Business Overview
- 13.7.5 Tomy Company, Ltd Latest Developments
- 13.8 Good Smile Company
 - 13.8.1 Good Smile Company Company Information
 - 13.8.2 Good Smile Company Licensed Figure Product Portfolios and Specifications
 - 13.8.3 Good Smile Company Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 Good Smile Company Main Business Overview
 - 13.8.5 Good Smile Company Latest Developments
- 13.9 McFarlane Toys
 - 13.9.1 McFarlane Toys Company Information
 - 13.9.2 McFarlane Toys Licensed Figure Product Portfolios and Specifications
 - 13.9.3 McFarlane Toys Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.9.4 McFarlane Toys Main Business Overview
 - 13.9.5 McFarlane Toys Latest Developments
- 13.10 Diamond Select Toys
 - 13.10.1 Diamond Select Toys Company Information
 - 13.10.2 Diamond Select Toys Licensed Figure Product Portfolios and Specifications
 - 13.10.3 Diamond Select Toys Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 Diamond Select Toys Main Business Overview
 - 13.10.5 Diamond Select Toys Latest Developments
- 13.11 Kotobukiya Co., Ltd.
 - 13.11.1 Kotobukiya Co., Ltd. Company Information
 - 13.11.2 Kotobukiya Co., Ltd. Licensed Figure Product Portfolios and Specifications
 - 13.11.3 Kotobukiya Co., Ltd. Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.11.4 Kotobukiya Co., Ltd. Main Business Overview
 - 13.11.5 Kotobukiya Co., Ltd. Latest Developments
- 13.12 Max Factory
 - 13.12.1 Max Factory Company Information
 - 13.12.2 Max Factory Licensed Figure Product Portfolios and Specifications
 - 13.12.3 Max Factory Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.12.4 Max Factory Main Business Overview
 - 13.12.5 Max Factory Latest Developments
- 13.13 Kaiyodo Co., Ltd
 - 13.13.1 Kaiyodo Co., Ltd Company Information

- 13.13.2 Kaiyodo Co., Ltd Licensed Figure Product Portfolios and Specifications
- 13.13.3 Kaiyodo Co., Ltd Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.13.4 Kaiyodo Co., Ltd Main Business Overview
- 13.13.5 Kaiyodo Co., Ltd Latest Developments
- 13.14 Mezco Toyz
 - 13.14.1 Mezco Toyz Company Information
 - 13.14.2 Mezco Toyz Licensed Figure Product Portfolios and Specifications
 - 13.14.3 Mezco Toyz Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.14.4 Mezco Toyz Main Business Overview
 - 13.14.5 Mezco Toyz Latest Developments
- 13.15 Sideshow Collectibles
 - 13.15.1 Sideshow Collectibles Company Information
 - 13.15.2 Sideshow Collectibles Licensed Figure Product Portfolios and Specifications
 - 13.15.3 Sideshow Collectibles Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.15.4 Sideshow Collectibles Main Business Overview
 - 13.15.5 Sideshow Collectibles Latest Developments
- 13.16 Pop Mart International
 - 13.16.1 Pop Mart International Company Information
 - 13.16.2 Pop Mart International Licensed Figure Product Portfolios and Specifications
 - 13.16.3 Pop Mart International Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.16.4 Pop Mart International Main Business Overview
 - 13.16.5 Pop Mart International Latest Developments
- 13.17 Threezero
 - 13.17.1 Threezero Company Information
 - 13.17.2 Threezero Licensed Figure Product Portfolios and Specifications
 - 13.17.3 Threezero Licensed Figure Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.17.4 Threezero Main Business Overview
 - 13.17.5 Threezero Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. LicensedFigure Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. LicensedFigure Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of PVC / ABS Mass-Production
- Table 4. Major Players of Resin / Polystone Statues and Busts
- Table 5. Major Players of Die-Cast MetalFigures and Hybrid
- Table 6. Major Players of Soft Vinyl, Plush-Integrated or Mixed
- Table 7. Global LicensedFigure Sales by Type (2021-2026) & (K Units)
- Table 8. Global LicensedFigure Sales Market Share by Type (2021-2026)
- Table 9. Global LicensedFigure Revenue by Type (2021-2026) & (\$ million)
- Table 10. Global LicensedFigure Revenue Market Share by Type (2021-2026)
- Table 11. Global LicensedFigure Sale Price by Type (2021-2026) & (US\$/Unit)
- Table 12. Major Players of Non-Articulated
- Table 13. Major Players of Articulated Action
- Table 14. Global LicensedFigure Sales by Articulation (2021-2026) & (K Units)
- Table 15. Global LicensedFigure Sales Market Share by Articulation (2021-2026)
- Table 16. Global LicensedFigure Revenue by Articulation (2021-2026) & (\$ million)
- Table 17. Global LicensedFigure Revenue Market Share by Articulation (2021-2026)
- Table 18. Global LicensedFigure Sale Price by Articulation (2021-2026) & (US\$/Unit)
- Table 19. Major Players of Mass-Market Kids?Figures (Low Price, High Volume)
- Table 20. Major Players of Mid-Range CollectorFigures (Hobby Grade)
- Table 21. Major Players of Premium / High-End CollectibleFigures and Statues
- Table 22. Major Players of Limited-Edition / Luxury Art-ToyFigures
- Table 23. Global LicensedFigure Sales by Price / Positioning (2021-2026) & (K Units)
- Table 24. Global LicensedFigure Sales Market Share by Price / Positioning (2021-2026)
- Table 25. Global LicensedFigure Revenue by Price / Positioning (2021-2026) & (\$ million)
- Table 26. Global LicensedFigure Revenue Market Share by Price / Positioning (2021-2026)
- Table 27. Global LicensedFigure Sale Price by Price / Positioning (2021-2026) & (US\$/Unit)
- Table 28. Major Players of Children (Preschool & School-Age)
- Table 29. Major Players of Teenagers & Young Adults
- Table 30. Major Players of Adult Core Collectors

- Table 31. Major Players of Corporate / Institutional Buyers
- Table 32. Global LicensedFigure Sales by End User (2021-2026) & (K Units)
- Table 33. Global LicensedFigure Sales Market Share by End User (2021-2026)
- Table 34. Global LicensedFigure Revenue by End User (2021-2026) & (\$ million)
- Table 35. Global LicensedFigure Revenue Market Share by End User (2021-2026)
- Table 36. Global LicensedFigure Sale Price by End User (2021-2026) & (US\$/Unit)
- Table 37. Global LicensedFigure Sale by IP Source (2021-2026) & (K Units)
- Table 38. Global LicensedFigure Sale Market Share by IP Source (2021-2026)
- Table 39. Global LicensedFigure Revenue by IP Source (2021-2026) & (\$ million)
- Table 40. Global LicensedFigure Revenue Market Share by IP Source (2021-2026)
- Table 41. Global LicensedFigure Sale Price by IP Source (2021-2026) & (US\$/Unit)
- Table 42. Global LicensedFigure Sales by Company (2021-2026) & (K Units)
- Table 43. Global LicensedFigure Sales Market Share by Company (2021-2026)
- Table 44. Global LicensedFigure Revenue by Company (2021-2026) & (\$ millions)
- Table 45. Global LicensedFigure Revenue Market Share by Company (2021-2026)
- Table 46. Global LicensedFigure Sale Price by Company (2021-2026) & (US\$/Unit)
- Table 47. Key Manufacturers LicensedFigure Producing Area Distribution and Sales Area
- Table 48. Players LicensedFigure Products Offered
- Table 49. LicensedFigure Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 50. New Products and Potential Entrants
- Table 51. Market M&A Activity & Strategy
- Table 52. Global LicensedFigure Sales by Geographic Region (2021-2026) & (K Units)
- Table 53. Global LicensedFigure Sales Market Share Geographic Region (2021-2026)
- Table 54. Global LicensedFigure Revenue by Geographic Region (2021-2026) & (\$ millions)
- Table 55. Global LicensedFigure Revenue Market Share by Geographic Region (2021-2026)
- Table 56. Global LicensedFigure Sales by Country/Region (2021-2026) & (K Units)
- Table 57. Global LicensedFigure Sales Market Share by Country/Region (2021-2026)
- Table 58. Global LicensedFigure Revenue by Country/Region (2021-2026) & (\$ millions)
- Table 59. Global LicensedFigure Revenue Market Share by Country/Region (2021-2026)
- Table 60. Americas LicensedFigure Sales by Country (2021-2026) & (K Units)
- Table 61. Americas LicensedFigure Sales Market Share by Country (2021-2026)
- Table 62. Americas LicensedFigure Revenue by Country (2021-2026) & (\$ millions)
- Table 63. Americas LicensedFigure Sales by Type (2021-2026) & (K Units)
- Table 64. Americas LicensedFigure Sales by IP Source (2021-2026) & (K Units)

- Table 65. APAC LicensedFigure Sales by Region (2021-2026) & (K Units)
- Table 66. APAC LicensedFigure Sales Market Share by Region (2021-2026)
- Table 67. APAC LicensedFigure Revenue by Region (2021-2026) & (\$ millions)
- Table 68. APAC LicensedFigure Sales by Type (2021-2026) & (K Units)
- Table 69. APAC LicensedFigure Sales by IP Source (2021-2026) & (K Units)
- Table 70. Europe LicensedFigure Sales by Country (2021-2026) & (K Units)
- Table 71. Europe LicensedFigure Revenue by Country (2021-2026) & (\$ millions)
- Table 72. Europe LicensedFigure Sales by Type (2021-2026) & (K Units)
- Table 73. Europe LicensedFigure Sales by IP Source (2021-2026) & (K Units)
- Table 74. Middle East & Africa LicensedFigure Sales by Country (2021-2026) & (K Units)
- Table 75. Middle East & Africa LicensedFigure Revenue Market Share by Country (2021-2026)
- Table 76. Middle East & Africa LicensedFigure Sales by Type (2021-2026) & (K Units)
- Table 77. Middle East & Africa LicensedFigure Sales by IP Source (2021-2026) & (K Units)
- Table 78. Key Market Drivers & Growth Opportunities of LicensedFigure
- Table 79. Key Market Challenges & Risks of LicensedFigure
- Table 80. Key Industry Trends of LicensedFigure
- Table 81. LicensedFigure Raw Material
- Table 82. Key Suppliers of Raw Materials
- Table 83. LicensedFigure Distributors List
- Table 84. LicensedFigure Customer List
- Table 85. Global LicensedFigure Sales Forecast by Region (2027-2032) & (K Units)
- Table 86. Global LicensedFigure Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 87. Americas LicensedFigure Sales Forecast by Country (2027-2032) & (K Units)
- Table 88. Americas LicensedFigure Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 89. APAC LicensedFigure Sales Forecast by Region (2027-2032) & (K Units)
- Table 90. APAC LicensedFigure Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 91. Europe LicensedFigure Sales Forecast by Country (2027-2032) & (K Units)
- Table 92. Europe LicensedFigure Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 93. Middle East & Africa LicensedFigure Sales Forecast by Country (2027-2032) & (K Units)
- Table 94. Middle East & Africa LicensedFigure Revenue Forecast by Country (2027-2032) & (\$ millions)

- Table 95. Global LicensedFigure Sales Forecast by Type (2027-2032) & (K Units)
- Table 96. Global LicensedFigure Revenue Forecast by Type (2027-2032) & (\$ millions)
- Table 97. Global LicensedFigure Sales Forecast by IP Source (2027-2032) & (K Units)
- Table 98. Global LicensedFigure Revenue Forecast by IP Source (2027-2032) & (\$ millions)
- Table 99. Hasbro Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors
- Table 100. Hasbro LicensedFigure Product Portfolios and Specifications
- Table 101. Hasbro LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 102. Hasbro Main Business
- Table 103. Hasbro Latest Developments
- Table 104. Mattel Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors
- Table 105. Mattel LicensedFigure Product Portfolios and Specifications
- Table 106. Mattel LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 107. Mattel Main Business
- Table 108. Mattel Latest Developments
- Table 109. Bandai Namco Entertainment Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors
- Table 110. Bandai Namco Entertainment LicensedFigure Product Portfolios and Specifications
- Table 111. Bandai Namco Entertainment LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 112. Bandai Namco Entertainment Main Business
- Table 113. Bandai Namco Entertainment Latest Developments
- Table 114. The LEGO Group Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors
- Table 115. The LEGO Group LicensedFigure Product Portfolios and Specifications
- Table 116. The LEGO Group LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 117. The LEGO Group Main Business
- Table 118. The LEGO Group Latest Developments
- Table 119. Spin Master Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors
- Table 120. Spin Master LicensedFigure Product Portfolios and Specifications
- Table 121. Spin Master LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 122. Spin Master Main Business

Table 123. Spin Master Latest Developments

Table 124. Funko Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 125. Funko LicensedFigure Product Portfolios and Specifications

Table 126. Funko LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 127. Funko Main Business

Table 128. Funko Latest Developments

Table 129. Tomy Company, Ltd Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 130. Tomy Company, Ltd LicensedFigure Product Portfolios and Specifications

Table 131. Tomy Company, Ltd LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 132. Tomy Company, Ltd Main Business

Table 133. Tomy Company, Ltd Latest Developments

Table 134. Good Smile Company Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 135. Good Smile Company LicensedFigure Product Portfolios and Specifications

Table 136. Good Smile Company LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 137. Good Smile Company Main Business

Table 138. Good Smile Company Latest Developments

Table 139. McFarlane Toys Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 140. McFarlane Toys LicensedFigure Product Portfolios and Specifications

Table 141. McFarlane Toys LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 142. McFarlane Toys Main Business

Table 143. McFarlane Toys Latest Developments

Table 144. Diamond Select Toys Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 145. Diamond Select Toys LicensedFigure Product Portfolios and Specifications

Table 146. Diamond Select Toys LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 147. Diamond Select Toys Main Business

Table 148. Diamond Select Toys Latest Developments

Table 149. Kotobukiya Co., Ltd. Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 150. Kotobukiya Co., Ltd. LicensedFigure Product Portfolios and Specifications

Table 151. Kotobukiya Co., Ltd. LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 152. Kotobukiya Co., Ltd. Main Business

Table 153. Kotobukiya Co., Ltd. Latest Developments

Table 154. Max Factory Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 155. Max Factory LicensedFigure Product Portfolios and Specifications

Table 156. Max Factory LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 157. Max Factory Main Business

Table 158. Max Factory Latest Developments

Table 159. Kaiyodo Co., Ltd Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 160. Kaiyodo Co., Ltd LicensedFigure Product Portfolios and Specifications

Table 161. Kaiyodo Co., Ltd LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 162. Kaiyodo Co., Ltd Main Business

Table 163. Kaiyodo Co., Ltd Latest Developments

Table 164. Mezco Toyz Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 165. Mezco Toyz LicensedFigure Product Portfolios and Specifications

Table 166. Mezco Toyz LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 167. Mezco Toyz Main Business

Table 168. Mezco Toyz Latest Developments

Table 169. Sideshow Collectibles Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 170. Sideshow Collectibles LicensedFigure Product Portfolios and Specifications

Table 171. Sideshow Collectibles LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 172. Sideshow Collectibles Main Business

Table 173. Sideshow Collectibles Latest Developments

Table 174. Pop Mart International Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 175. Pop Mart International LicensedFigure Product Portfolios and Specifications

Table 176. Pop Mart International LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 177. Pop Mart International Main Business

Table 178. Pop Mart International Latest Developments

Table 179. Threezero Basic Information, LicensedFigure Manufacturing Base, Sales Area and Its Competitors

Table 180. Threezero LicensedFigure Product Portfolios and Specifications

Table 181. Threezero LicensedFigure Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 182. Threezero Main Business

Table 183. Threezero Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of LicensedFigure
- Figure 2. LicensedFigure Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global LicensedFigure Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global LicensedFigure Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. LicensedFigure Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. LicensedFigure Sales Market Share by Country/Region (2025)
- Figure 10. LicensedFigure Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of PVC / ABS Mass-Production
- Figure 12. Product Picture of Resin / Polystone Statues and Busts
- Figure 13. Product Picture of Die-Cast MetalFigures and Hybrid
- Figure 14. Product Picture of Soft Vinyl, Plush-Integrated or Mixed
- Figure 15. Global LicensedFigure Sales Market Share by Type in 2026
- Figure 16. Global LicensedFigure Revenue Market Share by Type (2021-2026)
- Figure 17. Product Picture of Non-Articulated
- Figure 18. Product Picture of Articulated Action
- Figure 19. Global LicensedFigure Sales Market Share by Articulation in 2026
- Figure 20. Global LicensedFigure Revenue Market Share by Articulation (2021-2026)
- Figure 21. Product Picture of Mass-Market Kids?Figures (Low Price, High Volume)
- Figure 22. Product Picture of Mid-Range CollectorFigures (Hobby Grade)
- Figure 23. Product Picture of Premium / High-End CollectibleFigures and Statues
- Figure 24. Product Picture of Limited-Edition / Luxury Art-ToyFigures
- Figure 25. Global LicensedFigure Sales Market Share by Price / Positioning in 2026
- Figure 26. Global LicensedFigure Revenue Market Share by Price / Positioning (2021-2026)
- Figure 27. Product Picture of Children (Preschool & School-Age)
- Figure 28. Product Picture of Teenagers & Young Adults
- Figure 29. Product Picture of Adult Core Collectors
- Figure 30. Product Picture of Corporate / Institutional Buyers
- Figure 31. Global LicensedFigure Sales Market Share by End User in 2026
- Figure 32. Global LicensedFigure Revenue Market Share by End User (2021-2026)
- Figure 33. LicensedFigure Consumed in Movie & TV Series-Based LicensedFigures

Figure 34. Global LicensedFigure Market: Movie & TV Series-Based LicensedFigures (2021-2026) & (K Units)

Figure 35. LicensedFigure Consumed in Anime / Manga / Cartoon-Based LicensedFigures

Figure 36. Global LicensedFigure Market: Anime / Manga / Cartoon-Based LicensedFigures (2021-2026) & (K Units)

Figure 37. LicensedFigure Consumed in Game & Esports CharacterFigures

Figure 38. Global LicensedFigure Market: Game & Esports CharacterFigures (2021-2026) & (K Units)

Figure 39. LicensedFigure Consumed in Sports, Celebrity, Brand & Cultural IPFigures

Figure 40. Global LicensedFigure Market: Sports, Celebrity, Brand & Cultural IPFigures (2021-2026) & (K Units)

Figure 41. Global LicensedFigure Sale Market Share by IP Source (2025)

Figure 42. Global LicensedFigure Revenue Market Share by IP Source in 2026

Figure 43. LicensedFigure Sales by Company in 2026 (K Units)

Figure 44. Global LicensedFigure Sales Market Share by Company in 2026

Figure 45. LicensedFigure Revenue by Company in 2026 (\$ millions)

Figure 46. Global LicensedFigure Revenue Market Share by Company in 2026

Figure 47. Global LicensedFigure Sales Market Share by Geographic Region (2021-2026)

Figure 48. Global LicensedFigure Revenue Market Share by Geographic Region in 2026

Figure 49. Americas LicensedFigure Sales 2021-2026 (K Units)

Figure 50. Americas LicensedFigure Revenue 2021-2026 (\$ millions)

Figure 51. APAC LicensedFigure Sales 2021-2026 (K Units)

Figure 52. APAC LicensedFigure Revenue 2021-2026 (\$ millions)

Figure 53. Europe LicensedFigure Sales 2021-2026 (K Units)

Figure 54. Europe LicensedFigure Revenue 2021-2026 (\$ millions)

Figure 55. Middle East & Africa LicensedFigure Sales 2021-2026 (K Units)

Figure 56. Middle East & Africa LicensedFigure Revenue 2021-2026 (\$ millions)

Figure 57. Americas LicensedFigure Sales Market Share by Country in 2026

Figure 58. Americas LicensedFigure Revenue Market Share by Country (2021-2026)

Figure 59. Americas LicensedFigure Sales Market Share by Type (2021-2026)

Figure 60. Americas LicensedFigure Sales Market Share by IP Source (2021-2026)

Figure 61. United States LicensedFigure Revenue Growth 2021-2026 (\$ millions)

Figure 62. Canada LicensedFigure Revenue Growth 2021-2026 (\$ millions)

Figure 63. Mexico LicensedFigure Revenue Growth 2021-2026 (\$ millions)

Figure 64. Brazil LicensedFigure Revenue Growth 2021-2026 (\$ millions)

Figure 65. APAC LicensedFigure Sales Market Share by Region in 2026

- Figure 66. APAC LicensedFigure Revenue Market Share by Region (2021-2026)
- Figure 67. APAC LicensedFigure Sales Market Share by Type (2021-2026)
- Figure 68. APAC LicensedFigure Sales Market Share by IP Source (2021-2026)
- Figure 69. China LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 70. Japan LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 71. South Korea LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 72. Southeast Asia LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 73. India LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 74. Australia LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 75. China Taiwan LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 76. Europe LicensedFigure Sales Market Share by Country in 2026
- Figure 77. Europe LicensedFigure Revenue Market Share by Country (2021-2026)
- Figure 78. Europe LicensedFigure Sales Market Share by Type (2021-2026)
- Figure 79. Europe LicensedFigure Sales Market Share by IP Source (2021-2026)
- Figure 80. Germany LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 81. France LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 82. UK LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 83. Italy LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 84. Russia LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 85. Middle East & Africa LicensedFigure Sales Market Share by Country (2021-2026)
- Figure 86. Middle East & Africa LicensedFigure Sales Market Share by Type (2021-2026)
- Figure 87. Middle East & Africa LicensedFigure Sales Market Share by IP Source (2021-2026)
- Figure 88. Egypt LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 89. South Africa LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 90. Israel LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 91. Turkey LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 92. GCC Countries LicensedFigure Revenue Growth 2021-2026 (\$ millions)
- Figure 93. Manufacturing Cost Structure Analysis of LicensedFigure in 2026
- Figure 94. Manufacturing Process Analysis of LicensedFigure
- Figure 95. Industry Chain Structure of LicensedFigure
- Figure 96. Channels of Distribution
- Figure 97. Global LicensedFigure Sales Market Forecast by Region (2027-2032)
- Figure 98. Global LicensedFigure Revenue Market Share Forecast by Region (2027-2032)
- Figure 99. Global LicensedFigure Sales Market Share Forecast by Type (2027-2032)
- Figure 100. Global LicensedFigure Revenue Market Share Forecast by Type

(2027-2032)

Figure 101. Global Licensed Figure Sales Market Share Forecast by IP Source

(2027-2032)

Figure 102. Global Licensed Figure Revenue Market Share Forecast by IP Source

(2027-2032)

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