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Global Licensed Toy Market Growth 2026-2032

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Abstracts

The global Licensed Toy market size is predicted to grow from US$ 30990 million in 2025 to US$ 42980 million in 2032; it is expected to grow at a CAGR of 4.9% from 2026 to 2032.

A licensed toy is a product created and sold with the permission of the intellectual property (IP) owner, such as a movie studio, TV network, or brand owner. This permission allows the toy manufacturer to usecharacters, designs, and branding from the IP in their toy production. Essentially, it's a legally authorized product that incorporates a recognizable brand or character.

United States market for Licensed Toy 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 Licensed Toy 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 Licensed Toy is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Licensed Toy players cover Bandai Namco Holdings Inc., Simba Dickie Group, Playmobil (Brandst?tter Group), Hasbro, Inc., Tomy Company, Ltd., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Licensed Toy Industry Forecast” looks at past sales and reviews total world Licensed Toy sales in 2025, providing a comprehensive analysis by region and market sector of projected Licensed

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Toy sales for 2026 through 2032. With Licensed Toy sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Licensed Toy industry.

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

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

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

Market Segmentation

Segmentation by Type:

Action Figures

Doll and Plush Toys

Arts and Crafts

Games and Puzzles

Others

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Segmentation by Application:

- Film and TV
- Gaming
- Animation
- Digital Media
- Other

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 analysing the company's coverage, product portfolio, its market penetration.

Bandai Namco Holdings Inc.

Simba Dickie Group

Playmobil (Brandst?tter Group)

Hasbro, Inc.

Tomy Company, Ltd.

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Funskool Ltd.

The LEGO Group

Mattel, Inc.

Jazwares, LLC.

Spin Master Corp.

Key Questions Addressed in this Report

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

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

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

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

How does Licensed Toy break out by Type, by Application?

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