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Global Soft Toys Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Soft Toys market size is predicted to grow from US$ 13290 million in 2025 to US$ 18000 million in 2032; it is expected to grow at a CAGR of 4.5% from 2026 to 2032.

Soft Toys are plush toys typically made from fabric and filled with soft materials like cotton, polyester, or foam. They are often designed to resemble animals, characters from movies or TV shows, or abstract shapes. Soft toys are popular among children and adults alike, serving as companions, collectibles, and decorative items.

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

Global key Soft Toys players cover Mattel, Hasbro, Bandai, Ty Inc., Simba Dickie Group, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?Soft Toys Industry Forecast? looks at past sales and reviews total world Soft Toys sales in 2025, providing a comprehensive analysis by region and market sector of projected Soft Toys sales for 2026 through 2032. With Soft Toys sales broken down by region, market sector and sub-sector, this

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report provides a detailed analysis in US$ millions of the world Soft Toys industry.

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

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

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

Segmentation by Type:

Animal Toys

Character Toys

Others

Segmentation by Application:

Hyper/Super Market

E-Commerce

This report also splits the market by region:

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Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

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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.

Mattel

Hasbro

Bandai

Ty Inc.

Simba Dickie Group

Spin Master

TAKARA TOMY

Margarete Steiff GmbH

MGA Entertainment

Sanrio

Melissa & Doug

Toys'R'Us

IKEA

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