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Global UNO Market Growth 2026-2032

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Abstracts

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

UNO is a family friendly table game that was invented in 1971 by Merle Robbins in the U.S. UNO games are primarily based on card games, where players need to win the game by playing the cards in their hands.

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

Global key UNO players cover Mattel Games, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global UNO 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

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strategies of leading global companies with a focus on UNO portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global UNO market.

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

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

Segmentation by Type:

Classic

Co-branded

Segmentation by Application:

Entertainment

Athletics

Others

This report also splits the market by region:

Americas

United States

Canada

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- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey

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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.

Mattel Games

Key Questions Addressed in this Report

What is the 10-year outlook for the global UNO market?

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

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

How do UNO market opportunities vary by end market size?

How does UNO break out by Type, by Application?

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