

# Global Blind Box Decorations Market Research Report 2023

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## Abstracts

Consumers cannot know in advance the toy boxes of specific product styles

According to QYResearch's new survey, global Blind Box Decorations market is projected to reach US\$ 9847.7 million in 2029, increasing from US\$ 6801 million in 2022, with the CAGR of 5.5% during the period of 2023 to 2029. Influencing issues, such as economy environments, COVID-19 and Russia-Ukraine War, have led to great market fluctuations in the past few years and are considered comprehensively in the whole Blind Box Decorations market research.

The products in the blind box are highly uncertain, and are mostly launched in series, becoming the carrier of entertainment, communication, exchange, and purchase for the new generation of young people, occupying the surprise economy, loneliness economy, and social economy of young people. Attracted by factors such as high gross profit margins, high growth, innovative sales models, and the emerging 100 billion young trendy play market, capital and listed companies have rushed to the blind box market, and the blind box market has a bright future. According to a research report released by China Merchants Securities in December this year, the market size of blind boxes in China will be about 2.88 billion yuan in 2019. According to the penetration rate of blind boxes in male/female target audiences in the next three years, the penetration rate will reach 10%/20%, and the number of blind boxes consumed per capita will be 9. According to an annual estimate, the market size of blind boxes in China will reach 22.8 billion yuan in 2023. From the perspective of the trendy play industry, the scale of China's trendy play market in 2019 is about 20.7 billion yuan, and it is expected that the scale of China's trendy play market will reach 55 billion yuan in 2022.

## Report Scope

This report, based on historical analysis (2018-2022) and forecast calculation (2023-2029), aims to help readers to get a comprehensive understanding of global Blind Box Decorations market with multiple angles, which provides sufficient supports to readers' strategy and decision making.

## By Company

Sonny Angel

Popmart

1983

LEGO

Miniso

TOKIDOKI

Kidrobot

DisneyFunko

Shopkins

Dreams inc

52toys

Robotime

Ip Station

EXDL

12dong

China Brands

Alpha Group

### Segment by Type

Limited Edition

Hidden Edition

Ordinary Edition

### Segment by Application

Supermarkets/hypermarkets

Convenience Stores

Online Sales

Others

### Consumption by Region

North America

United States

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Colombia

Middle East & Africa

Turkey

Saudi Arabia

UAE

The Blind Box Decorations report covers below items:

Chapter 1: Product Basic Information (Definition, Type and Application)

Chapter 2: Manufacturers' Competition Patterns

Chapter 3: Country Level Sales Analysis

Chapter 4: Product Type Analysis

Chapter 5: Product Application Analysis

Chapter 6: Manufacturers' Outline

Chapter 7: Industry Chain, Market Channel and Customer Analysis

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