

# **Action Figures Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Superheroes, Anime Characters, Movie Characters), By Sales Channel (Supermarkets/Hypermarkets, Online, Specialty Store, Others), By Region, By Competition , 2018-2028**

<https://marketpublishers.com/r/A93F6644D7F5EN.html>

Date: November 2023

Pages: 190

Price: US\$ 4,900.00 (Single User License)

ID: A93F6644D7F5EN

## **Abstracts**

Global Action Figures Market was valued at USD 8.62 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 7.97% through 2028.

Global action figures are miniature collectible figurines that represent characters from various forms of media, including movies, television shows, comic books, video games, and more. These popular toys have transcended borders and cultural boundaries, captivating the imaginations of enthusiasts worldwide.

Action figures have a rich history dating back to the mid-20th century when iconic figures like G.I. Joe and Barbie gained prominence. Since then, the market has evolved significantly, with diverse and highly detailed figures catering to a broad range of interests. Companies like Hasbro, Mattel, and Bandai dominate the industry, producing figures that appeal to both children and adult collectors.

Global action figures have become a significant part of popular culture. They allow fans to bring their favorite characters to life, fostering a sense of connection and nostalgia. Many figures feature intricate articulation and accessories, enhancing their play and display value.

Additionally, the rise of online marketplaces and fan communities has facilitated the exchange and trade of action figures across the globe. Collectors can find rare and

exclusive figures from different corners of the world, making it easier than ever to build diverse collections.

In summary, global action figures are a testament to the enduring appeal of beloved characters and stories, uniting fans worldwide in their passion for collecting and celebrating the worlds of entertainment.

## Key Market Drivers

### Pop Culture Influence

Pop culture has a profound impact on the global action figure market. Movies, television shows, comic books, video games, and other forms of media continuously introduce new characters and storylines that captivate audiences. Action figure manufacturers closely follow these trends, releasing figures that align with the latest pop culture sensations.

For example, when a blockbuster movie featuring iconic superheroes is released, action figure companies quickly produce corresponding figurines to meet the surge in demand. The Marvel Cinematic Universe (MCU), with its vast array of characters, has been a driving force in the action figure industry. The release of each new MCU film brings with it a wave of action figures, appealing to both children and adult collectors.

Pop culture's influence isn't limited to Hollywood. Anime series, video game franchises, and even internet memes can become action figure phenomena. This constant influx of new and exciting characters ensures that the market remains dynamic and responsive to changing consumer preferences.

### Technological Advancements

Technological innovations have transformed the quality and appeal of action figures. Improved materials, manufacturing processes, and design techniques have led to more detailed and realistic figurines. Advancements in 3D printing and digital sculpting have allowed for highly accurate depictions of characters, capturing even the finest details of their costumes and facial expressions.

Articulation, a crucial aspect of action figures, has also seen significant improvements. Figures now feature more points of articulation, allowing for a wider range of poses and greater playability. This appeals not only to collectors who want to display their figures

in dynamic poses but also to children who enjoy interactive play.

Moreover, technological advancements have enabled the integration of electronics and accessories. Some action figures have LED lights, sound effects, and even Bluetooth connectivity to enhance the user experience. This fusion of technology with traditional toys adds depth and interactivity, further driving the global action figure market.

## Nostalgia

Nostalgia plays a significant role in the enduring popularity of action figures. Many adults fondly remember playing with action figures during their childhood, and as they grow older, they seek to recapture those memories by collecting figures from their favorite franchises.

For instance, the resurgence of vintage Star Wars action figures from the late 1970s and early 1980s has been fueled by nostalgia. Adult collectors who grew up with these figures are willing to invest in both new and vintage versions to relive their childhoods. Nostalgia-driven buying extends to other iconic franchises like Transformers, G.I. Joe, and Masters of the Universe.

Manufacturers recognize the power of nostalgia and often release 'retro' lines, which replicate the look and feel of the original action figures. These products tap into the sentimental value associated with the toys, making them highly sought after by collectors.

## The Rise of Collector Communities

The internet has played a pivotal role in connecting action figure enthusiasts from around the world. Online forums, social media groups, and dedicated websites provide platforms for collectors to share their passion, trade figures, and discuss the latest releases. This sense of community has fostered a thriving collector culture.

Collector communities have also contributed to the rise of limited-edition and exclusive figures. Manufacturers often collaborate with fan communities to create special releases, catering to the most dedicated collectors. These figures are highly sought after and can command premium prices in the secondary market.

Additionally, the transparency and accessibility of information online allow collectors to stay informed about upcoming releases, pricing trends, and the authenticity of figures.

This knowledge empowers collectors to make informed decisions and engage in a global marketplace where figures from different regions can be readily acquired.

In conclusion, global action figures thrive due to the convergence of pop culture influence, technological advancements, nostalgia, and the rise of collector communities. These drivers ensure that the action figure industry remains a vibrant and ever-evolving market, appealing to both children and adults who share a deep appreciation for the characters and stories that these figurines represent.

## Key Market Challenges

### Competition from Digital Entertainment

The digital entertainment industry, including video games and virtual reality experiences, poses a significant challenge to traditional action figures. As technology advances, immersive digital experiences become more engaging and accessible. Many young consumers are increasingly drawn to interactive digital media rather than physical toys.

To address this challenge, action figure manufacturers must find ways to bridge the gap between physical and digital play. Some have incorporated augmented reality (AR) and virtual reality (VR) elements into their products to enhance the interactive experience. However, competing with the allure of digital entertainment remains a formidable obstacle.

### Rising Production Costs and Pricing Pressures

Action figures require meticulous design, detailed sculpting, and high-quality materials, which can lead to rising production costs. Manufacturers must also contend with increasing labor and shipping expenses, potentially squeezing profit margins.

At the same time, consumers often expect reasonable pricing, particularly in a market flooded with competing collectibles. Striking a balance between producing figures of the desired quality and affordability is a challenge. When prices become prohibitive, it can discourage both new and existing collectors from making purchases.

To overcome this challenge, manufacturers may need to explore innovative production methods, economies of scale, and cost-effective materials without compromising quality. They must also consider the changing economic landscape and consumer

sentiment when setting prices.

### Intellectual Property Rights and Licensing Issues

Many action figures are based on popular characters from movies, comics, and video games. Licensing these characters and securing intellectual property rights can be complex and expensive. Manufacturers must navigate a web of legal agreements and adhere to strict guidelines to produce licensed action figures.

Additionally, some intellectual property owners may choose to change licensing agreements or not renew them, which can disrupt the production of popular figures. Legal disputes over copyrights and trademarks can also hinder the release of certain collectibles.

To address these challenges, action figure manufacturers must maintain strong relationships with intellectual property owners, negotiate favorable licensing terms, and diversify their product lines to reduce dependence on specific characters or franchises.

### Environmental Concerns and Sustainability

The action figure industry, like many others, faces growing scrutiny regarding its environmental impact. The production of plastic figures, packaging materials, and shipping contribute to plastic waste and carbon emissions. As consumers become more environmentally conscious, there is a demand for more sustainable practices and materials.

Manufacturers are challenged to adopt eco-friendly production methods, such as using recycled or biodegradable materials, reducing plastic packaging, and minimizing carbon footprints. Transitioning to these practices may require significant investments and adjustments to existing production processes.

Furthermore, addressing environmental concerns may also involve rethinking the collectible nature of action figures. Promoting reuse, repairability, and responsible disposal of figures at the end of their life cycles can be challenging when collectors typically value the pristine condition of their items.

In conclusion, the global action figure industry confronts challenges such as competition from digital entertainment, rising production costs, licensing complexities, and environmental sustainability concerns. Addressing these challenges will require

innovation, adaptability, and a commitment to maintaining the appeal of action figures in an evolving market landscape. Successfully navigating these obstacles will be crucial for the industry's continued growth and relevance.

## Key Market Trends

### Diversity and Inclusivity

In recent years, there has been a noticeable trend towards greater diversity and inclusivity in action figures. This encompasses both the representation of characters from various ethnic backgrounds and the inclusion of characters with disabilities and non-binary gender identities.

Action figure manufacturers are recognizing the importance of reflecting the diverse world we live in. They introduce characters from different cultural backgrounds, ensuring that children and collectors from all walks of life can see themselves in their favorite toy lines. For instance, the Marvel Legends series has introduced action figures of characters like Shang-Chi and Ms. Marvel, providing more representation for Asian and Muslim audiences, respectively.

Additionally, the industry is becoming more inclusive in terms of gender and abilities. Action figures featuring female characters in prominent roles are on the rise, challenging traditional gender stereotypes. Moreover, figures representing characters with disabilities, such as Wheelchair Wonder Woman or adaptive-action figures, are gaining attention and appreciation.

This trend toward diversity and inclusivity not only reflects the changing values of society but also expands the market by appealing to a broader range of consumers who appreciate seeing themselves or their values represented in their collectibles.

### Retro Revival

Nostalgia continues to be a driving force in the action figure market, leading to a resurgence of retro-inspired figures. Collectors who grew up with iconic action figures from the 1980s and 1990s are seeking to recapture the magic of their childhoods.

Manufacturers are responding by releasing new figures that pay homage to classic toy lines. These figures often feature vintage-style packaging and design, evoking a sense of nostalgia. For example, Hasbro has relaunched the 'G.I. Joe Classified Series,'



featuring modern versions of beloved G.I. Joe characters in retro-style packaging.

Additionally, some manufacturers are reissuing classic action figures from the past, allowing collectors to acquire or replace vintage figures that may have become rare and expensive in the secondary market. This trend caters not only to collectors but also to parents who want to introduce their children to the action figures of their own youth.

### Collector-Grade Figures

The market for high-end, collector-grade action figures is expanding rapidly. Collectors are increasingly willing to invest in figures that boast exceptional detail, articulation, and premium materials. These figures often come with elaborate accessories and packaging that enhance their collectible value.

Companies like Hot Toys and Mezco Toyz are at the forefront of this trend, producing 1/6 scale and 1/12 scale figures that are highly sought after by collectors. These figures often feature meticulously crafted clothing, realistic facial sculpts, and intricate props, making them almost miniature works of art.

Furthermore, collector-grade figures frequently focus on niche or specialized characters, catering to the specific interests of dedicated fans. For example, companies like Sideshow Collectibles create figures from popular franchises like Star Wars, Marvel, and DC Comics, targeting discerning collectors who are willing to pay a premium for exceptional craftsmanship.

This trend highlights the growing distinction between action figures intended for play and those designed for display and collection. Collector-grade figures have become prized possessions, valued not only for their intrinsic quality but also as investments in pop culture memorabilia.

### Collaborations and Crossovers

Another trend in the action figure industry is the proliferation of collaborations and crossovers between different franchises and intellectual properties. Manufacturers are increasingly exploring partnerships with other companies and media properties to create unique and unexpected action figure lines.

For example, Hasbro's Transformers Collaborative line brings together the Transformers universe with other beloved franchises like Ghostbusters, Back to the

Future, and Jurassic Park, resulting in action figures that blend iconic characters from these different worlds.

Additionally, video game companies like NECA and McFarlane Toys have been collaborating with popular video game studios to produce highly detailed action figures based on characters from hit games. This trend capitalizes on the crossover appeal of these franchises and attracts both video game enthusiasts and action figure collectors.

Collaborations and crossovers not only offer collectors novel and exciting figures but also generate buzz and interest in the broader action figure market. They create opportunities for collectors to expand their collections with unique and unexpected additions, often sparking conversations and community engagement.

In conclusion, the global action figure industry is shaped by several key trends, including diversity and inclusivity, the revival of retro-inspired figures, the rise of collector-grade offerings, and the proliferation of collaborations and crossovers. These trends reflect the evolving tastes and preferences of collectors and consumers, driving innovation and creativity in the design and production of action figures. As the industry continues to evolve, it will be fascinating to see how these trends influence the future of action figure collecting.

## Segmental Insights

### Type Insights

Anime characters have emerged as the fastest-growing segment in the global action figure market. This surge in popularity can be attributed to the global reach of anime and the passionate fanbase it has garnered. Anime series and films, spanning various genres and styles, have captivated audiences worldwide, leading to a growing demand for collectible figures of beloved characters.

Anime action figures are known for their intricate details, capturing the unique aesthetics and personalities of the characters. Collectors and fans are drawn to the quality craftsmanship and accuracy of these figures. Manufacturers are responding to this trend by producing a diverse range of anime-related collectibles, including figures, statues, and accessories.

With the rise of streaming platforms and social media, anime has become more accessible than ever, further fueling the enthusiasm for anime character action figures.



As this segment continues to expand, it reinforces the enduring appeal of these iconic animated characters in the global collector's market.

### Sales Channel Insights

Online sales and digital platforms have emerged as the fastest-growing segment in the global action figure market. The convenience of online shopping, coupled with the expansive reach of e-commerce platforms, has revolutionized the way collectors and enthusiasts' access and purchase action figures.

Online marketplaces offer an extensive selection of figures, catering to a wide range of interests and tastes. This accessibility allows collectors to easily find and acquire rare or niche action figures that may not be available in local stores. Furthermore, the rise of online forums, social media groups, and collector communities has fostered a vibrant digital ecosystem where enthusiasts can connect, trade, and discuss their passion for action figures.

Manufacturers and retailers have also adapted to this trend by launching official online stores and exclusive releases, capitalizing on the digital marketplace's potential. As online shopping continues to grow, it reinforces the evolving landscape of the action figure industry and its increasing integration with the digital world.

### Regional Insights

North America has established itself as the dominating region in the global action figure market. The continent's strong presence is driven by several factors, including a robust collector community, a rich pop culture heritage, and the presence of major action figure manufacturers. North America boasts a thriving community of action figure collectors and enthusiasts who actively engage in collecting, trading, and discussing their favorite figurines. This fervent fanbase contributes significantly to the market's growth and diversity.

Moreover, North America is home to some of the most iconic pop culture franchises, including Marvel, DC Comics, Star Wars, and Transformers. These beloved properties have a global following, but their roots in North America make the region a natural hub for action figure production and sales.

### Key Market Players

Hasbro

Playmates Toys Ltd.

Mattel

Bandai Namco Holdings Inc.

JAKKS Pacific, Inc.

The LEGO Group

Diamond Select Toys

Spin Master

McFarlane Toys

Good Smile Company, Inc.

Report Scope:

In this report, the Global Action Figures Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Action Figures Market, By Type:

Superheroes

Anime Characters

Movie Characters

Action Figures Market, By Sales Channel:

Supermarkets/Hypermarkets

Online

Specialty Store

Others

Action Figures Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Action Figures Market.

## Available Customizations:

Global Action Figures market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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- 14.1.10. Good Smile Company, Inc.
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products & Services
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel



## **15. STRATEGIC RECOMMENDATIONS**

15.1. Key Focus Areas

15.2. Target Type

15.3. Target Sales Channel

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