

Action Figure Toys Market By Material type (Plastic material, Silicon material, Others), By Age group (Up-to 5 Years, 5 to 10 Years, Above 10 Years), By Gender (Boys, Girls, Neutral), By Distribution channel (supermarket hypermarket, Specialty stores, Departmental stores, Online channels, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The global action figure toys market was valued at \$9 billion in 2021, and is projected to reach \$15.3 billion by 2031, growing at a CAGR of 5.3% from 2022 to 2031. The market for action figures toys is one of the most lucrative in the world. One of the most important factors contributing to its popularity is that it is a highly profitable market. The average retail price of an action figure toy is roughly double the wholesale price. This means that those who participate in the market have a lot of room to profit. In addition, to address the challenge of an ageing population, the Chinese government relaxed its decades-old one-child policy last year, allowing all couples to have two children. As a result, the number of children is expected to rise in the coming years, positively impacting market growth. The World Bank estimates that approximately 25.6 percent of the global population is under the age of 14. Toy demand is driven by a large consumer base and an expanding young population in developing countries such as India and China, particularly in the Asia-Pacific region.

The global action figure action figure toys market is growing rapidly from the other segments of the action figure toys market. China, India, Brazil, and African countries are outperforming the average market growth rate in the toys industry. Increased disposable income and favorable demographics have increased the proclivity to spend on toys and entertainment products. The market for family entertainment centers is expanding rapidly in countries such as India, China, and other South East Asian nations. Toys are in high demand due to the rising middle class, rising per capita income, and the proliferation of schools. Regional players are rapidly expanding their offerings beyond their traditional domains. Overall toys segment are expected to perform slower globally due to supply chain challenges, store closures, and shifts in consumer demand caused by low incomes

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and a shift to digital entertainment. However, a number of categories that fit well with the needs of at-home children and adult entertainment and education, have seen a surge in early 2020. The COVID-19 outbreak resulted in widespread economic crisis around the world with the toys industry also facing huge challenges.

Furthermore, emergence of an alternate entertainment medium, such as smartphones and tablets, and trade disputes further intensify challenges for the engaged stakeholders. The action figure toys market is segmented into material type, age group, gender, sales channel, and region. By material type, the global market is classified into plastic material, silicon material, and others. By age group, it is studied across upto 5 years, 5 to 10 years, and above 10 years. By gender it is distributed into boy-related, girl-related, neutral toys. By sales channel, the market is divided into hypermarket/supermarket, specialty stores, departmental stores, online channels, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

On the basis of material type, the global action figure toys market is segmented into plastic based, silicon based, and others. The plastic material segment leads in terms of market share and is expected to grow with the highest CAGR during the forecast period.

On the basis of age group, the global action figure toys market is segmented into upto 5 years, 5 to 10 years, and above 10 years. The 5-10 years segment constitutes the major share in the global market, and is poised to grow with the highest CAGR during the forecast period.

On the basis of gender, the global action figure toys market is segmented into boys-related, girl's related and neutral toys. The boys-related segment constitutes the major share in the global market, and is poised to grow with the highest CAGR during the forecast period.

On the basis of sales channel, the global market for toys is studied across hypermarket/supermarket, specialty stores, departmental stores, online channels, and others. The specialty stores segment holds the maximum market share in the global market; however, online sales channel is poised to grow with the highest CAGR during the forecast period.

Based on region, the global action figure toys market is divided into North America, Europe, Asia-Pacific, and LAMEA. North America leads in terms of market share; however, the Asia-Pacific region is expected to grow with the highest CAGR. Asia Pacific remains the major export of toys, with China dominating the global export market in the past few years.

Some of the key players profiled in the action figure toys market analysis include Hasbro Inc., Mattel Inc, Lego System A/S , Spin Master, Bandai Namco, McFarlane Toys, National Entertainment Collectibles Association, Hot Toys, Square Enix, Kotobukiya.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the action figure toys market analysis from 2021 to 2031 to identify the prevailing action figure toys market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the action figure toys market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global action figure toys market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Material type

- Plastic material
- Silicon material
- Others

By Age group

- Up-to 5 Years
- 5 to 10 Years

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- Above 10 Years

By Gender

- Boys

- Girls

- Neutral

By Distribution channel

- supermarket hypermarket

- Specialty stores

- Departmental stores

- Online channels

- Others

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- UK

- Germany

- France

- Italy

- Spain

- Russia

- Rest Of Europe

- Asia-Pacific

- China

- Japan

- India

- Australia

- Asean

- Rest Of Asia-Pacific

- LAMEA

- Brazil

- Saudi Arabia

- UAE

- South Africa

- Rest Of LAMEA

- Key Market Players

- Hasbro Inc.

- Mattel Inc.

- LEGO System A/S

- Spin Master Corp.

- Bandai Namco

- McFarlane Toys

- National Entertainment Collectibles Association

- Hot Toys

- Square Enix Holdings Co, Ltd

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