

## **Global Trading Card Game (Tcg) Market Forecast**

Market Report | 2025-07-15 | 328 pages | Inkwood Research

### **AVAILABLE LICENSES:**

- Single User Price \$2900.00
- Global Site License \$4000.00

### **Report description:**

#### **KEY FINDINGS**

The global trading card game (TCG) market was valued at \$ 8074.61 million in 2024 and is expected to reach \$14,104.27 million by 2032, growing at a CAGR of 7.11% during the forecast period 2025-2032. The base year considered for the study is 2024, and the estimated period is between 2025 and 2032.

A trading card game (TCG), also sometimes referred to as a CCG or collectible card game, is a collectible tabletop game where players build personalized decks from a large pool of unique cards sold in randomized packs. Cards differ in rarity, abilities, and market value and can be traded or sold among players. The global trading card game (TCG) market comprises the total value of physical card-based games sold through official and secondary channels, including booster boxes, booster packs, starter decks, collectible tins, expansion sets, and other sealed products. These games feature strategic gameplay and collectible elements, often based on original or franchise IPs spanning anime, comics, video games, and fantasy worlds.

Booster boxes and packs remain the most purchased product segment across the market. Collectors and players mainly purchase them as they deliver a high volume of cards in one purchase, maximizing chances of pulling rare "chase" cards and offering the most efficient way to build or trade up a collection. The global market for these products is growing significantly, propelled by the availability of trading card game sets in local languages, increased interest in trading card games as an investment, high-value chase cards increasing demand, and anime and comic IP tie-ins attracting a wider audience for trading cards.

#### **MARKET INSIGHTS**

Key enablers of the global trading card game (TCG) market growth:

- Availability of trading card game sets in local languages
- Increased interest in trading card games as an investment
- High-value chase cards increase demand

o□Chase cards featuring striking artwork, extreme rarity, and high resale values are a major driver of demand in the global trading card game (TCG) market. These cards captivate both collectors and investors, many of whom are motivated by the thrill of pulling a high-value card from sealed products, with some fetching thousands of dollars on the secondary market.

o□Notable examples include the Gol D. Roger Manga SEC from One Piece OP-09, which sold for \$4,450 (PAS 10, April 2025), and the Gear 5 Luffy Manga SEC from OP-05, which sold for \$3,800 (PSA 10, June 2025).

o□Similar demand spikes have been observed in recent Pokemon TCG sets. The Umbreon ex-Special Illustration Rare (#161/131) from Prismatic Evolutions (2025) sold for \$2,640 (PSA 10), while the Charizard ex SIR (#234/091) from Paldean Fates (2024) sold

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for \$409 (PSA 10).

o These examples demonstrate how chase cards drive customers to purchase more sealed products, participate in live breaks, and engage more deeply with the TCG ecosystem. Upcoming cards like the Destined Rivals Mew & Zekrom ex (Black Bolt) and Marshall D. Teach (Gold Back) from OP-12 are expected to further fuel demand and maintain momentum in the chase-card-driven buying cycle.

- Anime and comic IP tie-ins are attracting a wider audience for trading cards

Key market restraining factors of the global trading card game (TCG) market are:

- Oversaturation of new releases in some IPs

- Counterfeit cards damaging consumer confidence

o The global trading card game (TCG) market faces increasing challenges from the proliferation of counterfeit cards, which significantly undermines consumer trust, especially in secondary markets and online resale platforms. With the surge in popularity of high-value cards and sealed products, counterfeiters have begun replicating both vintage and modern TCG cards with growing accuracy, making it difficult for casual collectors to distinguish real from fake. This issue is particularly prevalent on marketplaces like eBay and in regions with limited access to official retail distribution, increasing the risk for unsuspecting buyers.

o As a result, collectors and investors are becoming more cautious, often avoiding third-party sellers or shifting to graded cards and verified platforms to ensure authenticity. Games like Pokemon, Yu-Gi-Oh!, and One Piece have all seen reported cases of counterfeits, including fake Charizard cards and resealed One Piece booster boxes mimicking original packaging. The fear of receiving inauthentic products not only impacts sales but also damages the long-term credibility of the TCG market, especially among newer or international consumers with limited verification resources.

- Uncertain rarity due to reprints deters interest from collectors

Trading Card Game (TCG) Industry | Top Trends

- Investment surge in rare and graded cards

- Increasing number of anime/fantasy brands entering the TCG space

o The global trading card game (TCG) market is witnessing a significant influx of new anime and fantasy franchises entering the space, expanding the variety of IPs available to collectors and competitive players. Notable entries include the upcoming Gundam Card Game, officially set to release in July 2025, marking the iconic mecha franchise's first large-scale TCG. Similarly, Project K: The League of Legends Trading Card Game is planned to debut in 2025, bringing Riot Games' globally popular fantasy IP into the physical card game arena.

o In addition to these, recent TCG launches such as Disney Lorcana and Star Wars: Unlimited have made significant impacts in Western markets since 2023 and 2024, respectively, showing that even non-anime fantasy brands are capturing attention. Meanwhile, Bandai's Union Arena continues to roll out sets for anime titles like Bleach, Jujutsu Kaisen, and Sword Art Online, and the crossover-focused UniVersus is gaining popularity with sets from Attack on Titan, Critical Role, and Street Fighter 6. These entries illustrate a growing trend where media franchises are increasingly leveraging TCGs to expand fan engagement and tap into the rising collector economy.

- Growth of collector communities and platforms

## SEGMENTATION ANALYSIS

Market Segmentation Analysis - Product Type, TCG Theme, and Retail Channel -

Market by Product Type:

- Booster Boxes and Packs

- Tins and Special Boxes

- Pre-Constructed Decks

Market by TCG Theme:

- Fantasy

- Sci-Fi

- TV, Film & Comic IPs

- Video Game-Based

Market by Retail Channel:

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- Specialty and Hobby Stores
- Superstores
- Online

## REGIONAL ANALYSIS

### Geographical Study Based on Four Major Regions

#### -□North America: The United States and Canada

o□North America's trading card game (TCG) market, led by the United States and Canada, continues to show strong growth, driven by investment-grade collectibles, local-language availability, and powerful media tie-ins. Popular IPs like Pokemon, Yu-Gi-Oh!, Magic: The Gathering (MTG), and One Piece are dominating the market, while nostalgia-fueled demand and the emergence of high-value chase cards are drawing in both adult collectors and younger audiences.

o□In the United States, the booster boxes and packs segment is growing rapidly into an alternative investment market, with rare and graded cards now commanding multi-thousand-dollar valuations on auction and secondary market platforms like Goldin, PWCC, TCGplayer and eBay. This shift is reinforced by community support via conventions, online forums, and influencers who fuel demand spikes around new set releases. Local availability of cards in English ensures mass accessibility, while expansion by anime IPs like Dragon Ball Super and One Piece are capturing diverse demographics. However, the oversaturation of releases, particularly in One Piece and Pokemon and the rise of counterfeit cards continue to challenge brand equity and consumer trust, prompting manufacturers to enhance tamper-proof packaging and serialized printing.

o□Canada mirrors many U.S. trends but operates within a smaller, more linguistically segmented market. Dual-language packaging (English and French) is now standard for most major releases, aligning with federal consumer packaging regulations and enhancing accessibility across provinces. Canadian hobby shops report rising foot traffic tied to anime-fueled interest, particularly among Gen Z, with local tournaments acting as key community hubs. The rise of grading services within Canada, including new regional branches of PSA and CGC, is enabling domestic collectors to invest more confidently in premium singles. Still, reprint frequency and ambiguous rarity (due to the possibility of reprints) remain barriers for long-term collectors, even as demand for ultra-rare pulls continues to surge online and through social media trading groups.

#### -□Europe: Germany, the United Kingdom, France, Italy, and Spain

#### -□Asia-Pacific: China, Japan, South Korea, Indonesia, Thailand, and Australia

#### -□Rest of World: Latin America and the Middle East & Africa

## COMPETITIVE INSIGHTS

The major players in the global trading card game (TCG) market:

- The Pokemon Company
- Hasbro Inc
- Konami Group Corporation
- Bandai Namco Holdings Inc
- Bushiroad Inc

Key strategies adopted by some of these companies:

-□Bandai Namco Holdings (Carddass Division): In March 2025, Bandai advanced its One Piece Card Game roadmap with Booster Pack OP-11 "A Fist of Divine Speed," which reached Japanese retailers on 1 March 2025 before its English-language rollout on 6 June 2025. Two months later, the sequel set OP-12, "Legacy of the Master," premiered in Japan on 31 May 2025, with an international release slated for August. The company is also opening a fresh franchise front: on 25 July 2025, it inaugurates the Gundam Card Game through Booster Pack GD-01 "Newtype Rising," marking Bandai's third active global TCG line.

-□The Pokemon Company: Starting 22 January 2025, Pokemon teamed up with McDonald's for a nationwide Happy Meal promotion that ran through 24 February 2025, sliding a four-card Pokemon TCG mini-booster, poster and sticker sheet into every meal and awarding digital booster codes for the Pokemon TCG Pocket app to app purchasers?an activation that put both physical and digital cards into millions of hands. A second tie-in arrived on 20 February 2025, when Pokemon announced a partnership with sports-media brand Overtime: The Overtime Elite basketball semifinals on 27 February 2025 featured a full arena takeover, custom team jerseys and on-site giveaways of Pokemon TCG promo cards, alongside a co-branded merchandise line that debuted the same day.

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Frequently Asked Questions (FAQs) -

1. Which are the most popular trading card games worldwide in 2025?

A: In 2025, the most popular trading card games globally include Pokemon Trading Card Game, Yu-Gi-Oh!, Magic: The Gathering, and the One Piece Card Game. Other growing titles include Disney Lorcana, Dragon Ball Super Card Game, and digital-native games like Shadowverse and Gods Unchained. These games dominate due to strong brand loyalty, competitive formats, and robust global distribution.

2. What is driving growth in the global trading card game market?

A: The global TCG market is growing due to a mix of nostalgia-driven demand, high-value chase cards, and increased accessibility through e-commerce platforms and local-language product releases. Social media unboxing, influencer marketing, and large-scale tournaments are also expanding the consumer base worldwide.

3. Why are chase cards so valued in the TCG market?

A: Chase cards are rare, visually striking, and often high in resale value. They drive customer engagement by encouraging repeated purchases of sealed products. Cards like the Gol D. Roger Manga SEC from One Piece and the Umbreon ex-SIR from Pokemon have sold for thousands of dollars, making them key motivators for both collectors and investors.

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