

## **North America Trading Card Games Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2026 - 2035**

Market Report | 2026-01-30 | 140 pages | Global Market Insights

### **AVAILABLE LICENSES:**

- Single User \$3250.00
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### **Report description:**

North America Trading Card Games Market was valued at USD 2.8 billion in 2025 and is estimated to grow at a CAGR of 7.4% to reach USD 5.8 billion by 2035.

The regional market continues to gain momentum as interest in both competitive gaming and collectible hobbies expands across a broad consumer base. Trading card games are increasingly positioned at the intersection of entertainment, gaming, and long-term collecting. Digital innovation is reshaping how players interact with cards, with blockchain-enabled platforms reinforcing ownership transparency and authenticity for digital assets. At the same time, strategic collaborations between card publishers and major entertainment and sports brands are expanding audience reach and strengthening brand loyalty. These alliances allow publishers to tap into established fan communities, accelerating adoption and repeat purchases. Growing consumer enthusiasm, combined with technological upgrades and cross-industry partnerships, continues to elevate trading card games as a core segment within the wider collectibles and entertainment economy, supporting sustained market expansion throughout the forecast period.

The physical trading card games segment generated USD 2.2 billion in 2025 and is expected to reach USD 4.7 billion by 2035.

This segment remains dominant as collectors value tangible products that offer both emotional appeal and long-term investment potential. Physical cards continue to drive in-person engagement, enabling trading, competitive play, and collection display within organized communities. Recognition from public institutions highlights the role of local game retailers and organized play venues in fostering participation, certification programs, and community-driven growth.

The offline distribution channels segment accounted for 55.3% share in 2025. Brick-and-mortar outlets remain highly influential, supported by specialty retailers and event-based sales formats that drive customer interaction. These channels benefit from in-store tournaments, promotional activities, and community events that encourage loyalty and recurring purchases, reinforcing their leadership position in the market.

United States Trading Card Games Market held 80.5% share in 2025. Growth is supported by strong discretionary spending, a rapidly expanding collector culture, and increased activity across secondary trading platforms. Rising participation in organized play, grading services, and digital resale ecosystems continues to enhance liquidity and visibility, positioning trading cards as both

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entertainment products and alternative assets.

Key companies operating in the North America Trading Card Games Market include Hasbro, Konami, Fanatics/Topps, Panini S.p.A., Bandai Namco, Pokemon, Upper Deck Company, Nintendo Co., Ltd., Bushiroad Inc., Ravensburger AG, Square Enix, Tomy Co. Ltd., Fantasy Flight, Kayou, and Legend Story Studios. Companies in the North America trading card games market strengthen their market position through brand licensing, digital integration, and community engagement strategies. Publishers invest in both physical and digital product lines to capture diverse collector preferences while supporting long-term engagement. Strategic partnerships with entertainment properties help expand reach and attract new audiences. Firms also focus on organized play programs, tournaments, and in-store events to build loyal player communities. Investment in grading services, authentication technologies, and online marketplaces improves trust and secondary-market activity.

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