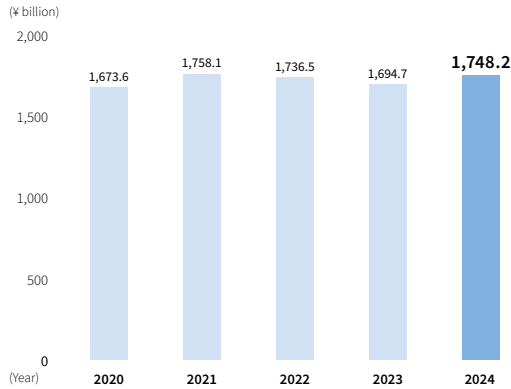


Digital Unit

Mobile Game Market (Japan)

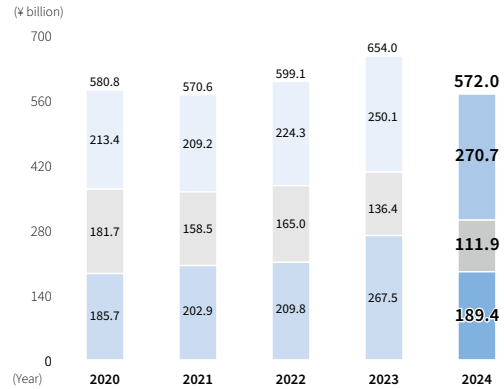
Mobile Game Market Scale Trend



Source: "Famitsu Game White Paper 2025" (KADOKAWA ASCII Research Laboratories, Inc.)
 Note: Prepared based on information as of July 2025

Home Console Game Market (Japan)

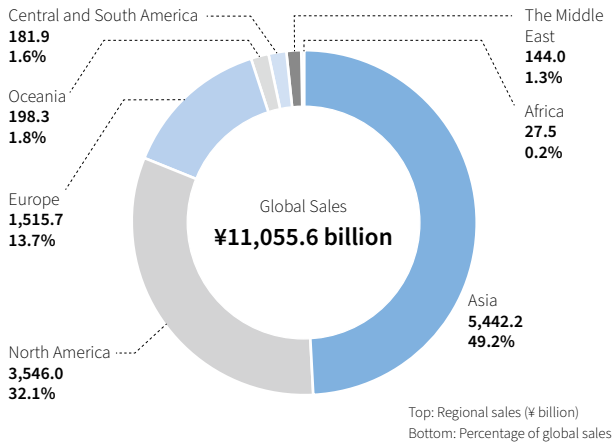
Home Console Game Market Scale Trend



Source: "Famitsu Game White Paper 2025" (KADOKAWA ASCII Research Laboratories, Inc.)
 Note: Prepared based on information as of July 2025

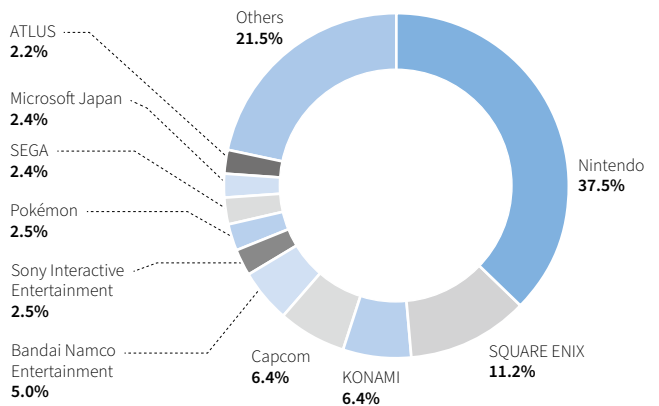
Mobile Game Market (Global)

Sales by Region (2023)



Source: "Famitsu Mobile Game White Paper 2025" (KADOKAWA ASCII Research Laboratories, Inc.)
 Airnow Data

Unit Sales Share by Manufacturer (FY 2024)



Collection period: April 1, 2024, to March 30, 2025
 Source: "Famitsu Game White Paper 2025" (KADOKAWA ASCII Research Laboratories, Inc.)
 Note: Company names are as of the collection date.

Toys and Hobby Unit

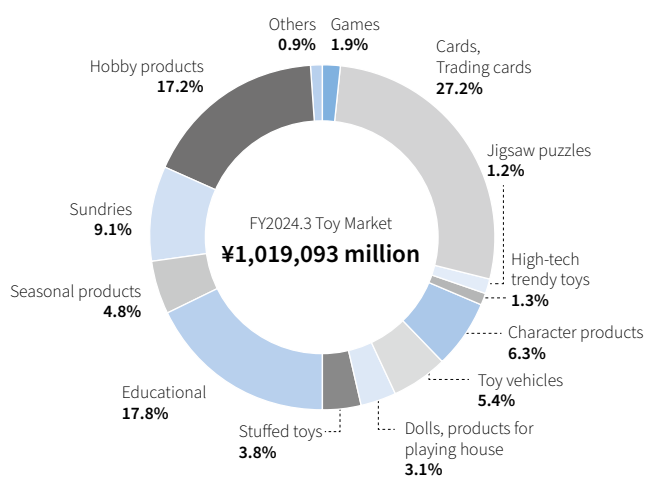
Toy Market (Japan)

[Toy Market Scale]

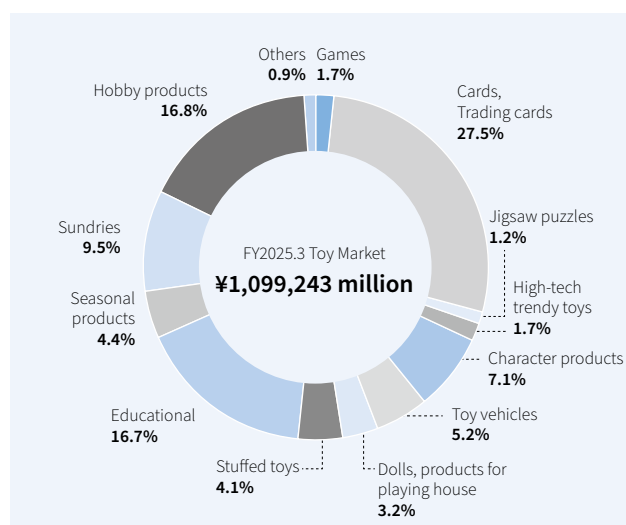
(Unit: ¥ million, manufacturer's suggested retail price basis)

Major Categories	FY2024.3	FY2025.3	FY2024.3 vs FY2025.3
Games General games (including mini electronic games), 3D puzzles, others (including party games, humorous games, magic tricks)	18,889	18,998	100.6%
Cards, Trading cards	277,425	302,463	109.0%
Jigsaw puzzles	12,291	12,735	103.6%
High-tech trendy toys Interactive toys, robots, PC-related products	12,853	18,303	142.4%
Character products TV character toys, movie character toys, etc	64,707	78,510	121.3%
Toy vehicles Mini cars, railroad toys, RC toys, electric, others (racing, spring, metal toys, etc.)	54,783	56,631	103.4%
Dolls, products for playing house Dress-up dolls, dollhouses, products for playing house, arts and crafts, collection toys, cuddly dolls, others (including accessories, children's makeup kits)	31,531	35,361	112.1%
Stuffed toys Character stuffed toys, non-character stuffed toys	39,092	45,082	115.3%
Educational Blocks, wooden products, preschool, infants' characters, babies' products (babies' toys, bath toys, baby products), transportation-related (including baby carriages, child seats, tricycles), others (including musical instruments, telephones, picture books, playground equipment, children's videos, electric animals)	181,143	183,422	101.3%
Seasonal products Small sparklers, summer toys, summer goods, small toys, sports toys, sports supplies, outdoor products	49,101	48,430	98.6%
Sundries Variety goods, gifts, interior goods, housewares, stationery, apparel, others (including Christmas goods, Halloween goods, etc.)	92,346	104,717	113.4%
Hobby products Model kits, RC hobby products, model trains, figures, others	174,843	184,458	105.5%
Others	10,089	10,133	100.4%
Total	1,019,093	1,099,243	107.9%

FY2024.3



FY2025.3



1. Each fiscal year covers the period from April 1 to March 31.

2. The scale of the toy market is as follows.

· In principle, the market is created by the original products and own-brand products of member companies of the Japan Toy Association (including members of its affiliated organizations) and of exhibitors at the International Tokyo Toy Show, regardless of distribution channels.

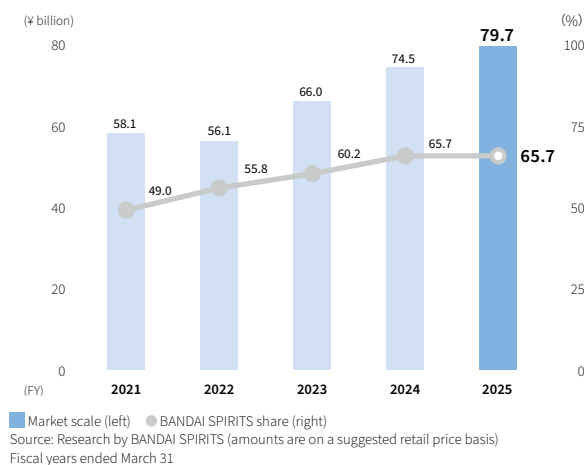
· However, in the Educational category, products such as baby products and ride-on toys have their own distinct markets, and thus distribution through channels such as drugstores is excluded.

· The Hobby products category includes the distribution of models.

Source: Research by the Japan Toy Association

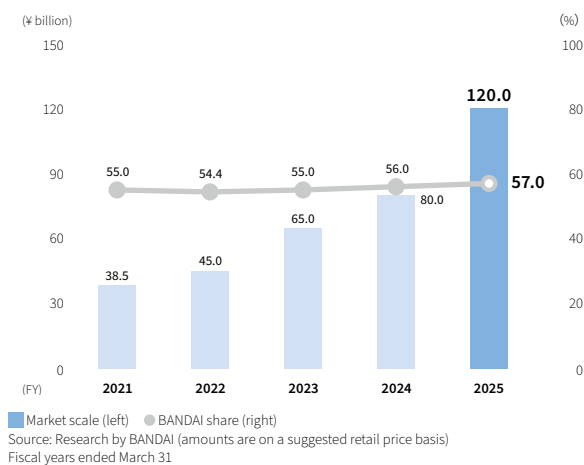
Model Kits Market (Japan)

Model Kits Overall Market Trend

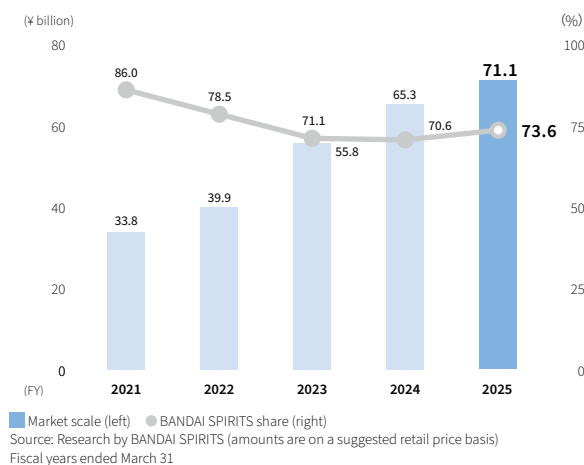


Capsule Toy Market (Japan)

Capsule Toy Market Trend



Character Model Kits Market Trend



Card Product Market (Japan)

Card Product Market Scale Trend

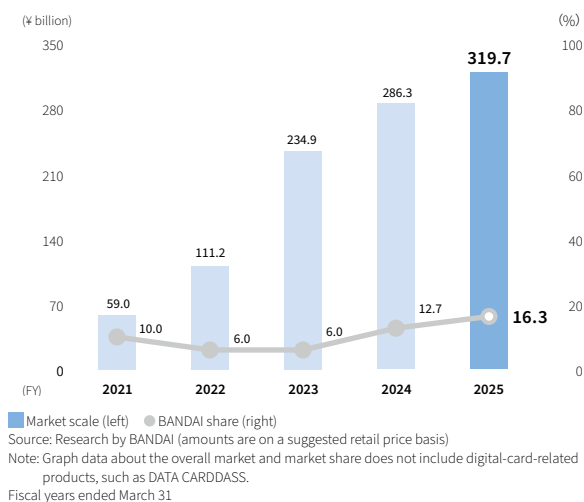
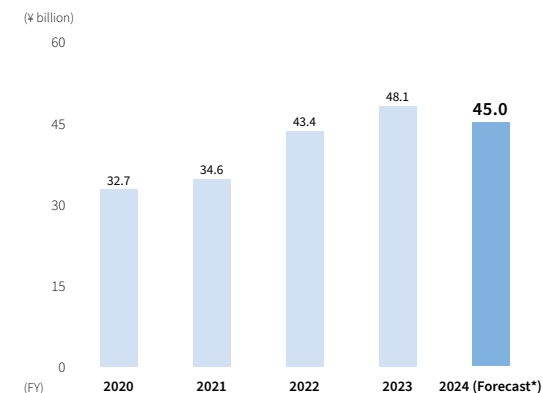


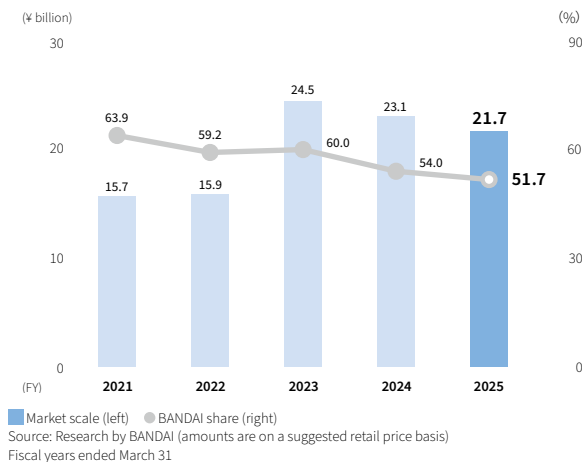
Figure Market (Japan)

Figure Market Scale Trend



Source: "Toy Industry white paper 2025" (Yano Research Institute Ltd.)
* Domestic shipment value basis, forecasts as of December 2024

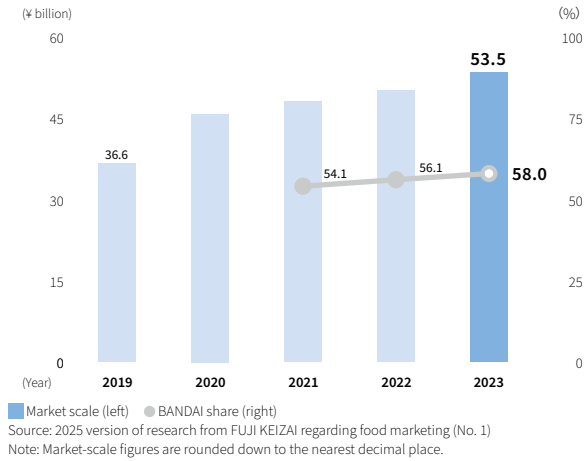
Digital Card Market Scale Trend



Visual and Music (IP Production) Unit

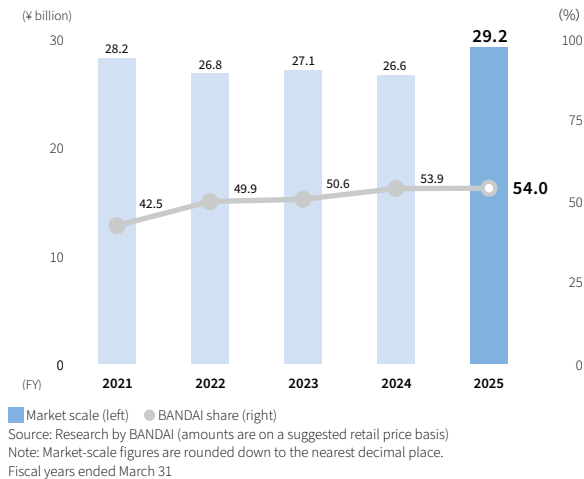
Candy Toy Market (Japan)

Candy Toy Market Trend



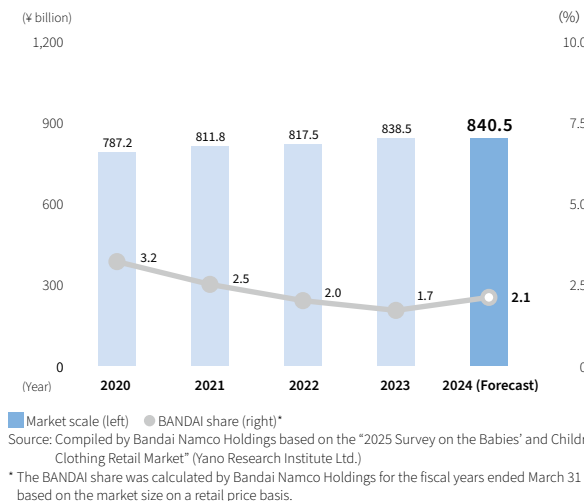
Children's Lifestyle (Sundries) Market (Japan)

Children's Lifestyle (Sundries) Market Trend



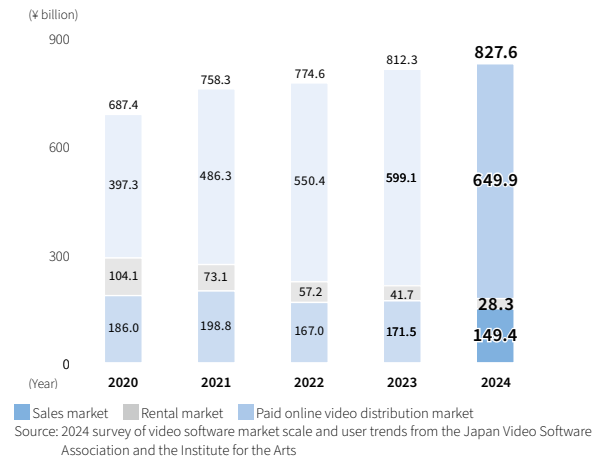
Babies' and Children's Clothing Retail Market (Japan)

Babies' and Children's Clothing Retail Market Trend



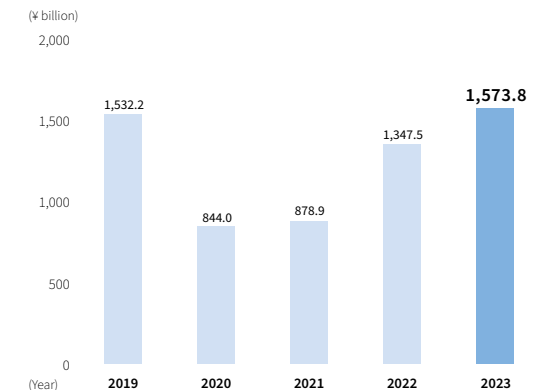
Visual Software Market (Japan)

Visual Software Market Scale Trend



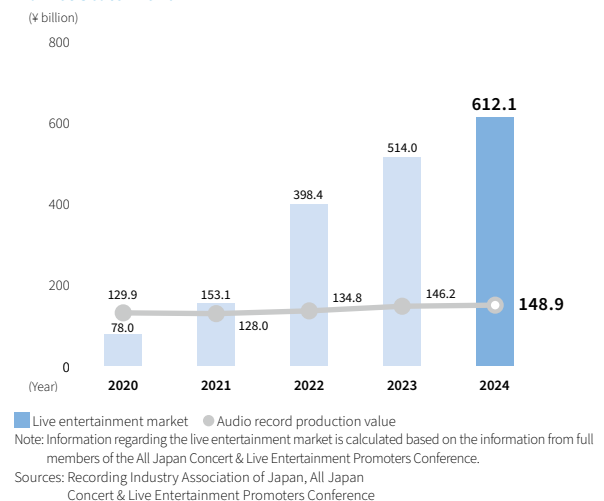
Music Content Market (Japan)

Music-Related Market Scale Trend



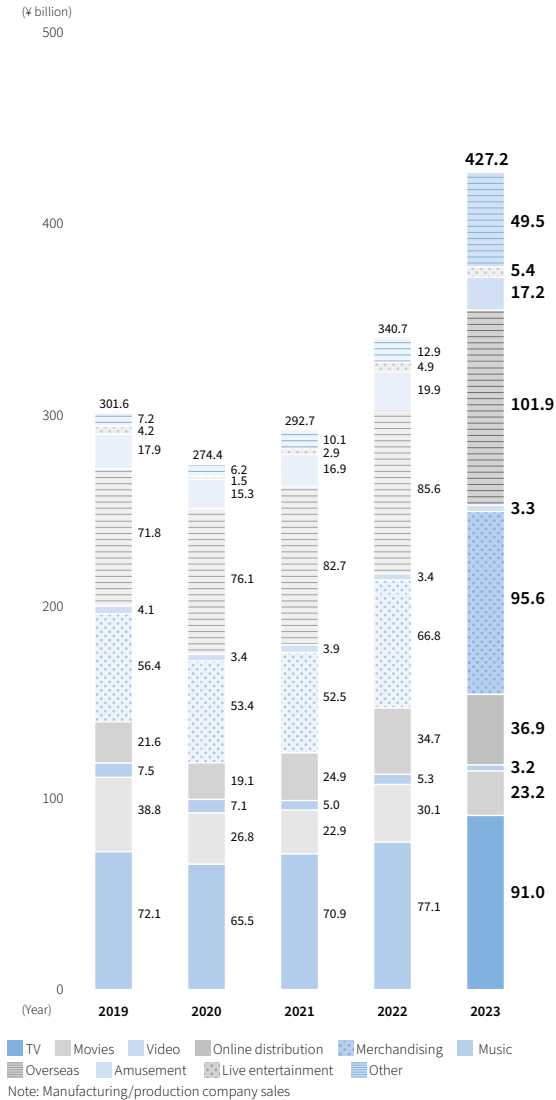
Source: Prepared by Media Development Research Institute Inc. based on "Information Media White Paper 2025" from DENTSU INC., Dentsu Media Innovation Lab
Note: Calculated on the basis of user payments for music software (records, video software) purchase/rental, online music distribution, fee-based music channels, karaoke, and concerts

Audio Record Production Value and Live Entertainment Market Scale Trend

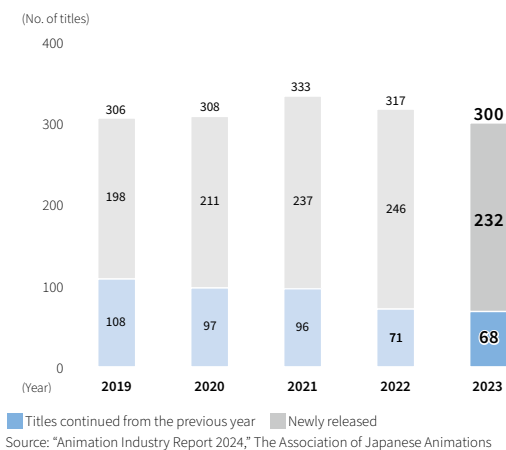


Animation Market (Japan)

Animation Market Scale Trend



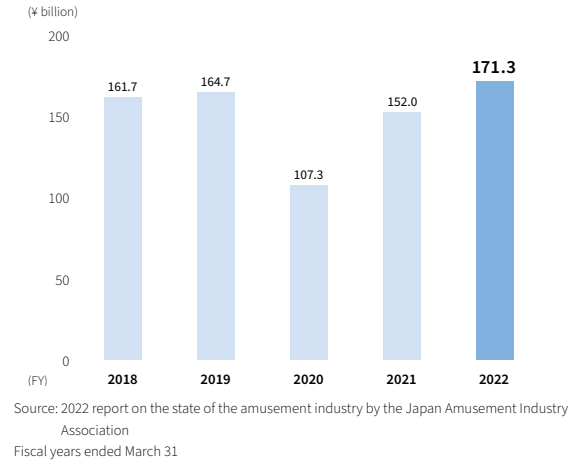
Number of TV Animation Titles



Amusement Unit

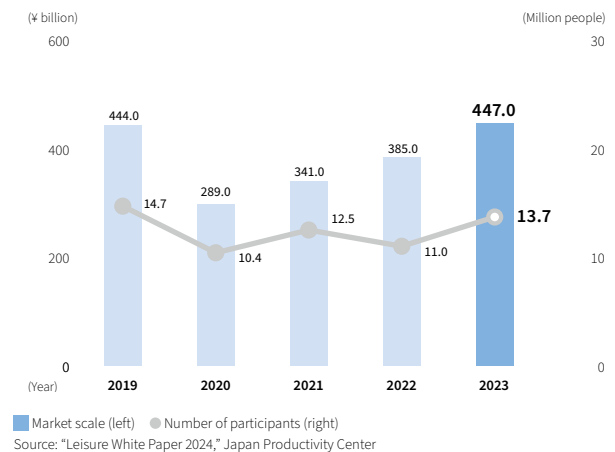
Amusement Machine Market (Japan)

Amusement Machine Scale Trend



Amusement Facility Market (Japan)

Amusement Facility Market Scale and Number of Participants (Game Centers)



Trend in Number of No.5 Facilities (Operation of Game Centers, etc.)

