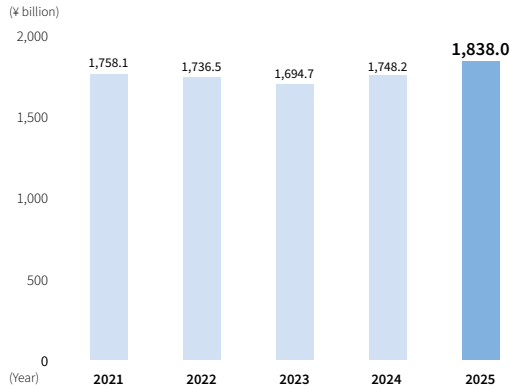


Digital Unit

Mobile Game Market (Japan)

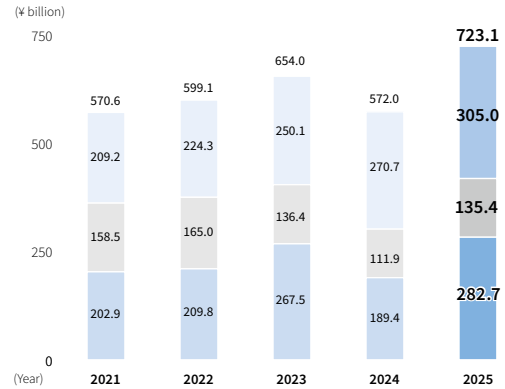
Mobile Game Market Size Trend



Source: "Famitsu Game White Paper 2026" (KADOKAWA ASCII Research Laboratories, Inc.)
 Note: Prepared based on information as of July 2026

Home Console Game Market (Japan)

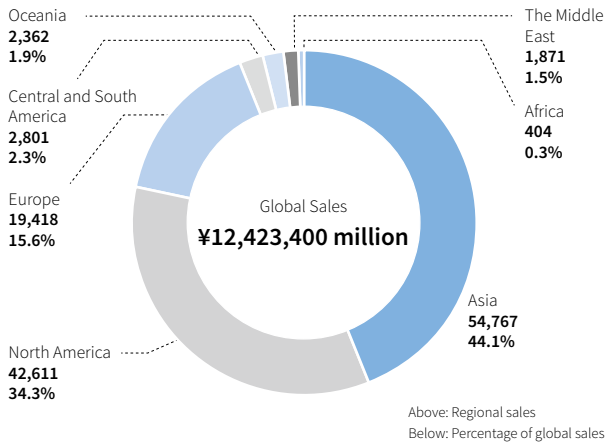
Home Console Game Market Size Trend



Source: "Famitsu Game White Paper 2026" (KADOKAWA ASCII Research Laboratories, Inc.)
 Note: Prepared based on information as of July 2026

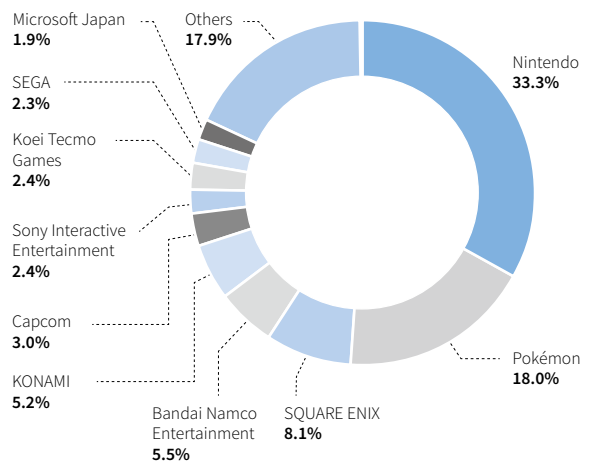
Mobile Game Market (Global)

Sales by Region (2024)



Source: "Famitsu Mobile Game White Paper 2026" (KADOKAWA ASCII Research Laboratories, Inc.), Sensor Tower

Unit Sales Share by Manufacturer (FY 2025)



Collection period: March 31, 2025 to March 29, 2026
 Source: "Famitsu Game White Paper 2026" (KADOKAWA ASCII Research Laboratories, Inc.)
 Note: Packages only
 Company names are as of the collection date

Toys and Hobby Unit

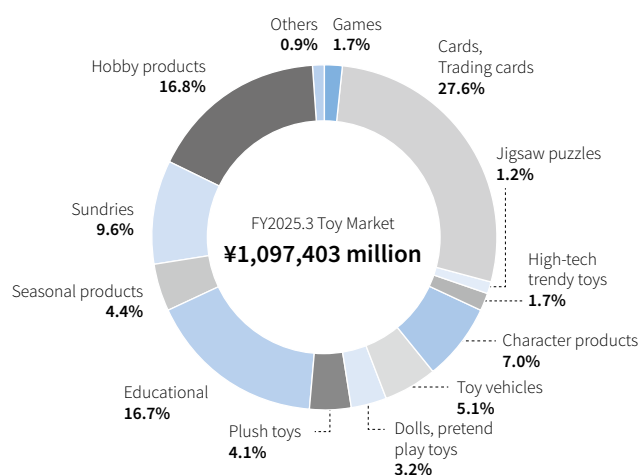
Toy Market (Japan)

Toy Market Size

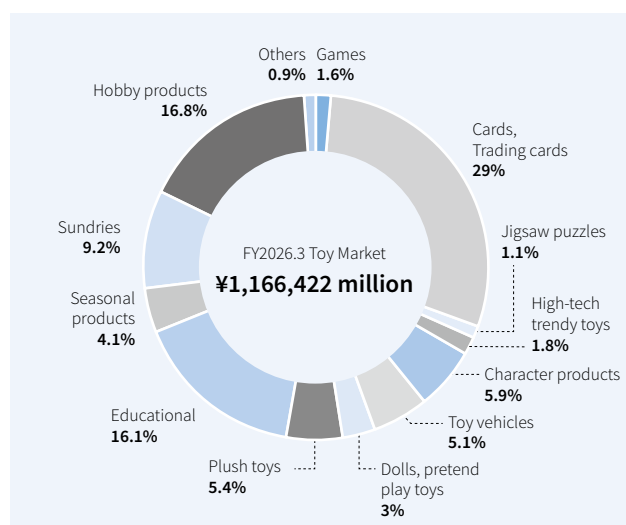
(Unit: ¥ million, manufacturer's suggested retail price basis)

Major Categories	FY2025.3	FY2026.3	FY2025.3 vs FY2026.3
Games General games (including mini electronic games), 3D puzzles, others (including party games, humorous games, magic tricks)	18,967	18,614	98.1%
Cards, Trading cards	302,466	338,414	111.9%
Jigsaw puzzles	12,766	12,989	101.7%
High-tech trendy toys Interactive toys, robots, PC-related products	18,327	21,159	115.5%
Character products TV character toys, movie character toys, etc	76,469	68,130	89.1%
Toy vehicles Miniature cars, railway toys, toy RCs, electric, others (racing, pull-back, metal, etc.)	56,614	59,635	105.3%
Dolls, pretend play toys Dress-up (dolls, houses), pretend play toys, arts and crafts, collectible toys, baby dolls, and others (including accessories and kids' cosmetics)	35,367	35,045	99.1%
Plush toys Character plush, generic plush	45,142	62,398	138.2%
Educational toys Blocks, wooden toys, preschool toys, toddler character toys, baby toys, baby bath toys, baby products, ride-on / transportation-related products (including strollers, car seats, tricycles), and others (including musical instruments, toy phones, picture books, playground equipment, kids' videos, and electronic animal toys)	183,419	187,574	102.3%
Seasonal products Toy fireworks, summer toys, summer goods, small toys, sports toys, sports supplies, outdoor products	48,351	48,271	99.8%
Sundries Variety goods, gifts, interior goods, housewares, stationery, apparel, others (including Christmas goods, Halloween goods, etc.)	104,954	107,464	102.4%
Hobby products Model kits, RC hobby products, model trains, figures, etc.	184,428	195,960	106.3%
Others	10,133	10,769	106.3%
Total	1,097,403	1,166,422	106.3%

FY2025.3



FY2026.3



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

2. The toy market size is as follows.

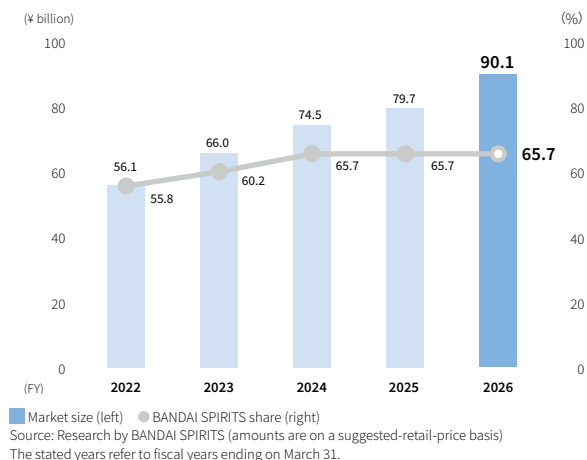
- In principle, the market is created by the original products and own-brand products of member companies of the Japan Toy Association (including members of its affiliated organizations) and of exhibitors at the International Tokyo Toy Show, regardless of distribution channels.
- However, in the Educational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

3. Figures are based on suggested retail prices (manufacturer's suggested retail prices).

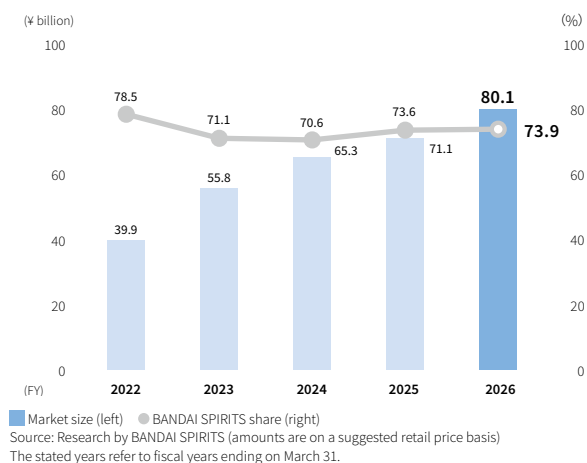
Source: Research by the Japan Toy Association

Model Kits Market (Japan)

Model Kits Overall Market Trend

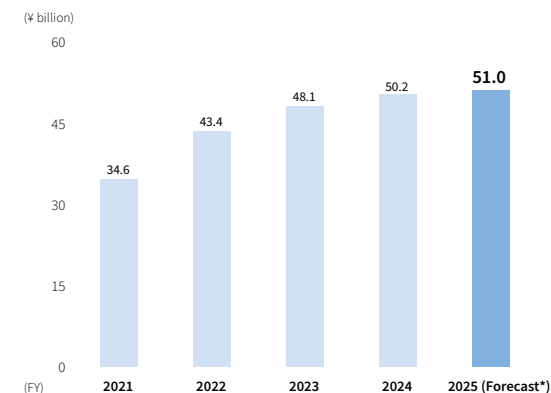


Character Model Kits Market Trend



Figurines Market (Japan)

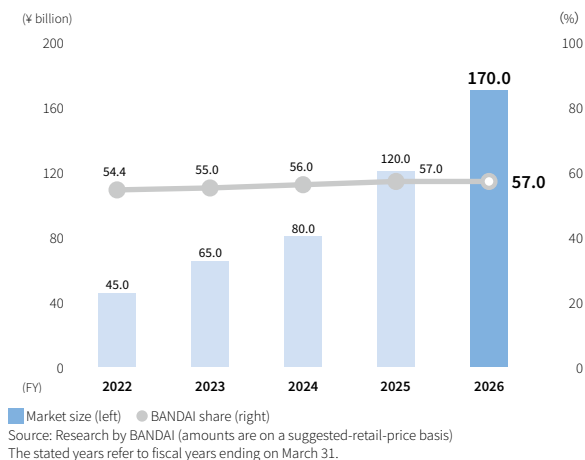
Figurines Market Size Trend



Source: "Toy Industry white paper 2026" (Yano Research Institute Ltd.)
* Domestic shipment value basis, forecasts as of December 2025

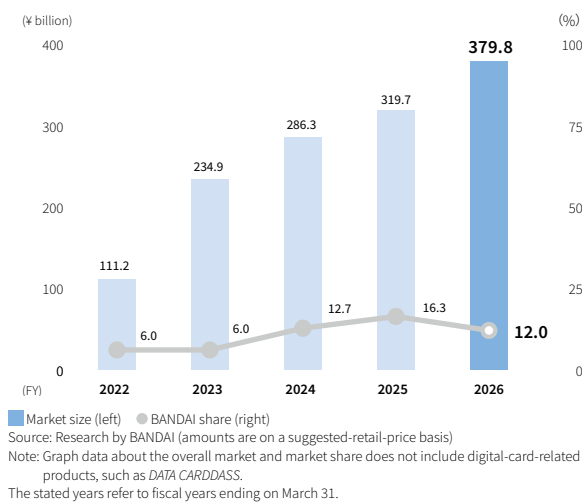
Capsule Toy Market (Japan)

Capsule Toy Market Size Trend

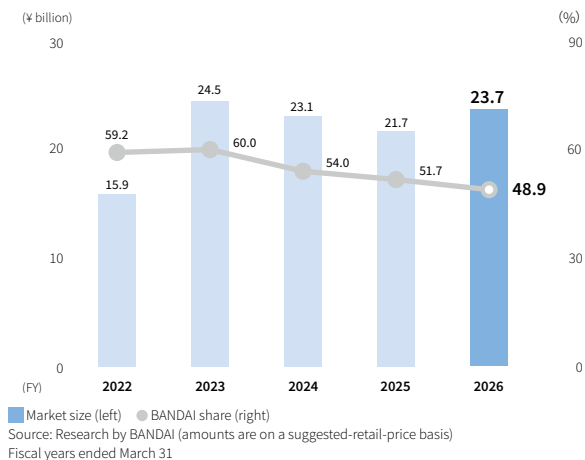


Card Product Market (Japan)

Card Product Market Size Trend



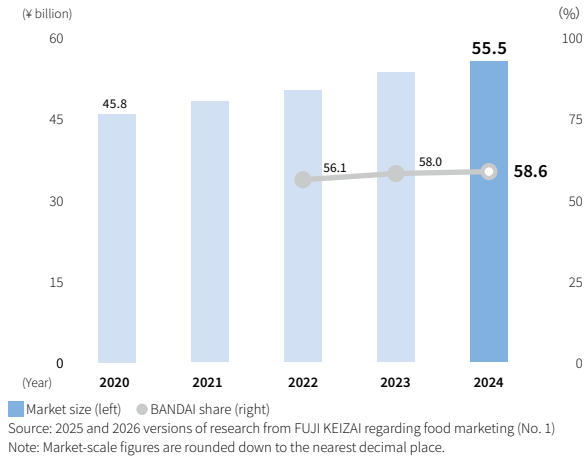
Digital Card Market Size Trend



Visual and Music Unit

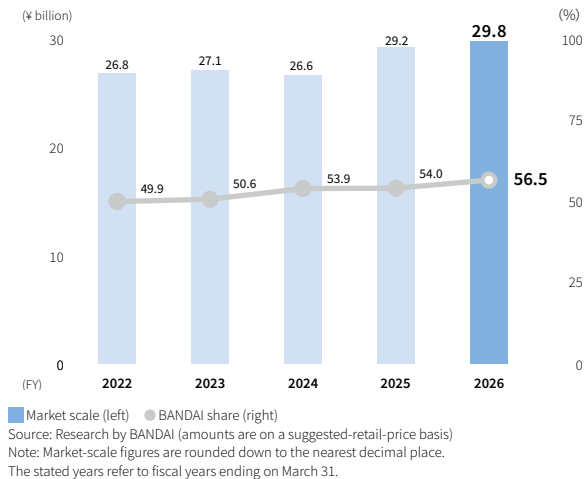
Candy Toy Market (Japan)

Candy Toy Market Trend



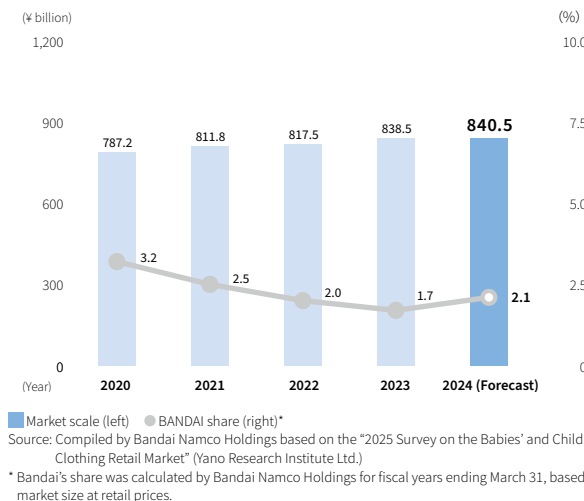
Children's Lifestyle (Sundries) Market (Japan)

Children's Lifestyle (Sundries) Market Trend



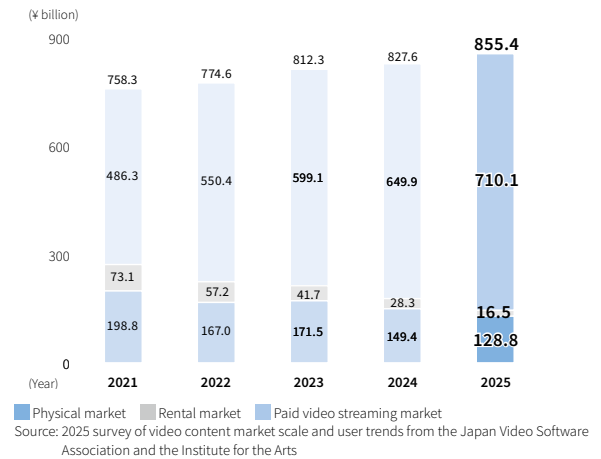
Babies' and Children's Clothing Retail Market (Japan)

Babies' and Children's Clothing Retail Market Trend



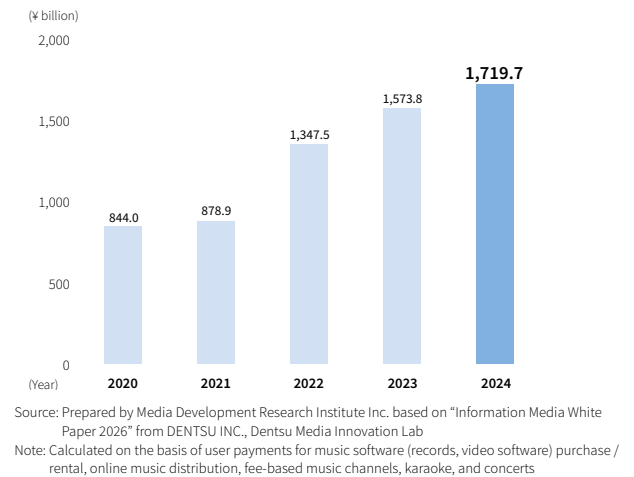
Video Content Market (Japan)

Video Content Market Size Trend

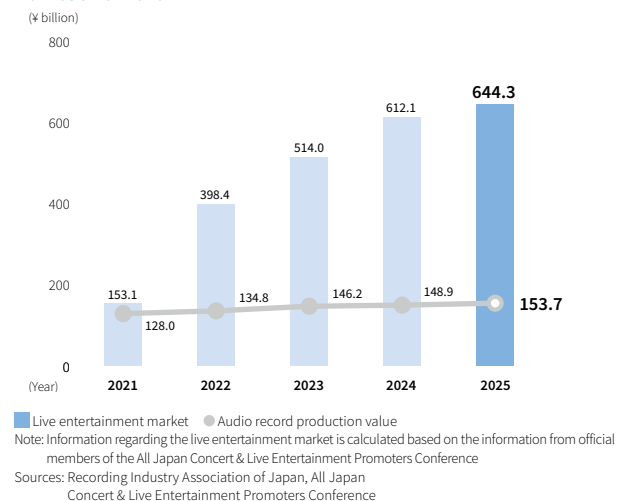


Music Content Market (Japan)

Music-Related Market Size Trend

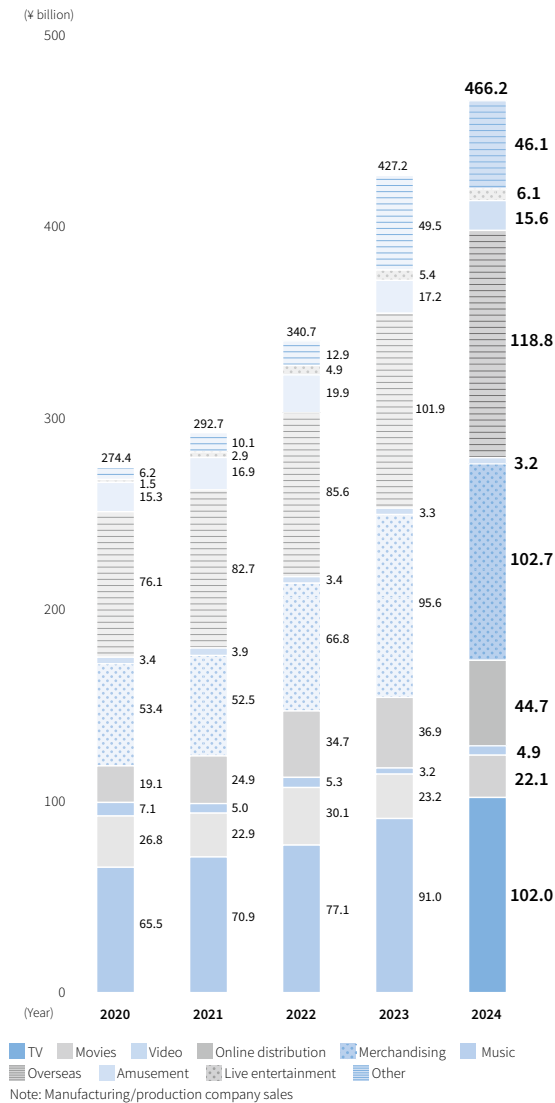


Audio Record Production Value and Live Entertainment Market Size Trend

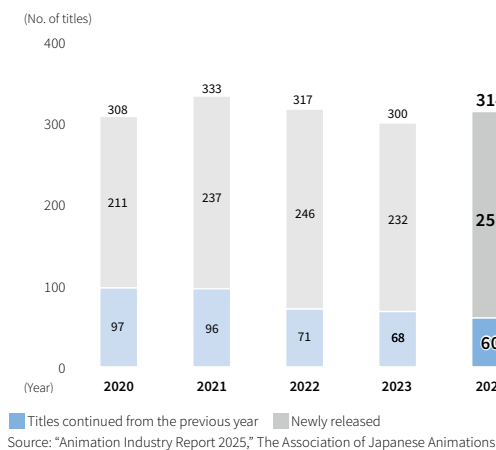


Animation Market (Japan)

Animation Market Size Trend



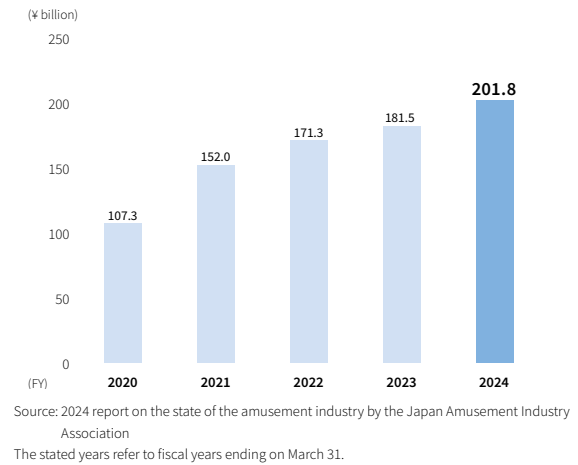
Number of TV Animation Titles



Amusement Unit

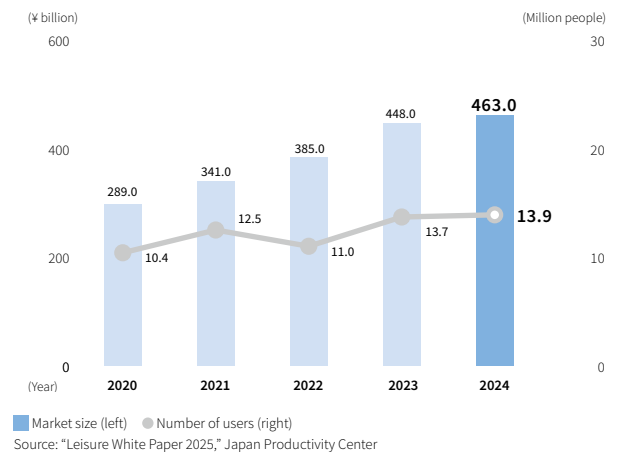
Amusement Machine Market (Japan)

Amusement Machine Product Sales Trend



Amusement Facility Market (Japan)

Amusement Facility Market Size and User Population (Arcade Centers)



Trend in the number of facilities (Category 5: game centers, etc.)

