



Global Trading Card Industry Growth and Trends Forecast to 2032

Industry	Published	Pages	Format
Consumer Goods	2026-04-16	103	PDF
Single User	Multi User	Enterprise	
USD 3,450	USD 5,175	USD 6,900	

Description

Trading cards are standardized collectible card products manufactured primarily from paperboard or other rigid printed substrates and issued in organized sets, packs, boxes, and special editions for collection, exchange, retail merchandising, and, in some product lines, structured gameplay. The category spans sports cards, entertainment cards, character cards, game related cards, and event themed cards, with each card typically combining visual design and structured content such as player or character identity, team or franchise affiliation, statistics, abilities, rarity, serial numbering, memorabilia inserts, autograph authentication, or other edition specific attributes. Individual cards circulated outside sealed configurations are commonly traded and sold as singles. Although the category originated in sports collectibles, it has developed into a broader licensed and original content market that includes animation, comics, film, television, and trading card game ecosystems. From a commercial classification perspective, trading cards can be grouped into original design products built around proprietary concepts and licensed products based on established intellectual properties such as sports leagues, game franchises, film characters, and entertainment brands.

The United States trading card market has historically been anchored in sports culture, with baseball, basketball, and American football cards forming the core of the category. The origins of the market can be traced to the late nineteenth century, when tobacco companies used inserted cards as promotional items. Over more than a century of development, the US market evolved from a collectibles business into a more structured commercial ecosystem spanning card issuance, grading, collecting, secondary market trading, and auction activity. A defining feature of the modern US market is its high degree of financialization, as trading cards are widely treated not only as cultural memorabilia and hobby products, but also as assets with investment and resale potential. This dynamic has supported the emergence of a mature value chain in which brand owners, card issuers, grading companies, marketplaces, auction houses, and collectors each play a distinct economic role.

Japan followed a different path, with the trading card industry centered more strongly on trading card games and character driven intellectual property, particularly under the influence of anime, manga, and game culture. Representative products such as Yu Gi Oh and Pokémon became cultural landmarks that linked card ownership to entertainment consumption, organized play, and community participation. The Japanese market experienced two major growth waves. The first took shape in the 1990s, when the rapid expansion of anime and game related franchises drove the establishment of broad offline retail distribution, tournament infrastructure, and player communities. The second gained momentum in the 2010s, when an aging consumer base with greater purchasing power, combined with growing participation from adults outside the traditional player population, pushed the category further toward premium collecting and investment oriented demand. As a result, Japan developed a market structure in which gameplay, fandom, retail community, and collectible value remain closely interconnected.

According to APO Research, the global Trading Card market was valued at US\$ 14,598.90 million in 2026 and is projected to reach US\$ 29,897.33 million by 2032, implying a CAGR of 12.69% over 2026-2032.

Report Scope

This report provides a structured, data-driven view of the global Trading Card market, combining harmonized quantitative metrics with targeted qualitative insight to support business and growth strategy, market positioning, and capital allocation.

The Trading Card market size, estimates, and forecasts are presented in terms of revenue (US\$ million), with 2025 as the base year and historical and forecast data for 2021-2032. The report segments the global Trading Card market by Type, Application, region/country, and company, provides regional market sizes at the segment level, profiles the competitive landscape and key players and their market ranks, and reviews technology trends and new product developments relevant to Trading Card.

Key Companies & Market Share Insights

This section analyzes the strategies and performance of leading companies in the global Trading Card market, including portfolio focus, innovation and product development, mergers and acquisitions, collaborations, and geographic expansion used to sustain or enhance competitive positions. It also summarizes recent corporate developments and key financial indicators and provides global revenue and gross margin data by manufacturer for 2021-2026, enabling benchmarking of scale, profitability, and market share and supporting assessment of market concentration through indicators such as CR5 and CR10.

Trading Card Market by Company

- Pokémon
- Fanatics
- Wizards of the Coast
- Kayou
- Konami
- Bandai Namco
- Panini
- Suplay
- Ravensburger
- The Upper Deck
- Bushiroad
- Jason Anime
- Tomy Company

Trading Card Segment by Type

- Sports Trading Cards
- Gaming or TCG Cards
- Non Sports Cards
- Others

Trading Card Segment by Application

- Online Sales
- Offline Sales

Trading Card Segment by Region

- North America
 - United States
 - Canada
 - Mexico
- Europe

Germany
France
U.K.
Italy
Russia
Spain
Netherlands
Switzerland
Sweden
Poland
Asia-Pacific
China
Japan
South Korea
India
Australia
Taiwan
Southeast Asia
South America
Brazil
Argentina
Chile
Colombia
Middle East & Africa
Egypt
South Africa
Israel
Türkiye
GCC Countries

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Trading Card market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Trading Card and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market

5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Trading Card.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1:

Introduces the report scope of the report, executive summary of global and regional market size and CAGR for the history and forecast period (2021-2025, 2026-2031). It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2:

Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 3:

Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 4:

Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 5:

Detailed analysis of Trading Card companies' competitive landscape, revenue, market share and ranking, latest development plan, merger, and acquisition information, etc.

Chapter 6:

Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product introduction, revenue, recent development, etc.

Chapter 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, South America, Middle East & Africa, revenue by country.

Chapter 12:

Concluding Insights of the report

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