

Sales by Key Categories ¥100 million	FY2022 1H	FY2023 1H	FY2024 1H	FY2025 1H	
	Result	Result	Result	Result	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc.	112	126	154	166	+12
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	37	28	47	34	-13
Action toys Includes TRANSFORMERS, BEYBLADE,TCG, etc.	162	140	206	259	+53

-Figures of management accounts for TOMY products (including Japan, Asia and export)

TOPICS

【Preschool】

Celebrated its 55th anniversary in 2025, TOMICA brand has continued to perform well thanks to product lineup targeting a wide range of age groups. Sales growth was also driven by expanding popularity in Asia and enhanced information dissemination, including active participation in events.

【Fashion toys】

Exports of our original IP “PUNIRUNS,” which saw sales growth in the same period of the previous year, decreased. Meanwhile, “LICCA doll” maintained steady performance by promoting product offerings targeting a wide age range. “Hatchimals Alive” (“Umarete! Woomo Alive”) series, including collaboration products with the iconic Jurassic World franchise gained popularity.

【Action toys】

In addition to the popularity of VTuber collaboration products for “DUEL MASTERS,” the series expansion of “Disney LORCANA Trading Card Game” also proved, resulting in trading card game sales significantly exceeding the same period last year. The high-end hobby label “T-SPARK” has seen sales growth, driven by the strong performance of “TRANSFORMERS,” as well as the launch of the new series “TOYRISE” and “REALIZE MODEL.” “BEYBLADE X” showed steady performance, mainly due to the continued promotion leading up to the world championship held in October.