



For Immediate Release

November 4, 2025

Eleventh Release in the Oriental Zodiac Series of “ANIA”

Animal Action Figures With Cumulative Sales of More Than Twenty Million Units!

An Auspicious, White Thoroughbred Riding High Is Featured
in the Year 2026, the “Year of the Horse”**“Oriental Zodiac ANIA Horse”****To be launched on Saturday, November 8, 2025**

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika-ku, Tokyo, will release “Oriental Zodiac ANIA Horse” (SRP: JPY 770/tax included), which is a hand-held size animal action figure in the motif of next year’s animal symbol that can be moved and played with. The product will be on sale on Saturday, November 8, 2025, at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, and TOMY Company’s official online store “TOMY MALL” (takaratomymall.jp), etc. In addition, this product is also planned to be sold in eight regions across Asia (Japan, China, Hong Kong, Taiwan, Singapore, the Philippines, Thailand, and Vietnam). (In regions outside of Japan, it will be available sequentially.)



The “Oriental Zodiac ANIA” series, which combines the Japanese custom of having an animal in the Oriental zodiac represent each year with animal motifs of the “ANIA” series, comes in sets featuring an “ANIA” from the Oriental zodiac, a red carpet (felt sheet), and a folding screen. The products feature a fortuitous and glamorous design. Since its release, products in this series have been well-received as a greeting for the new year, a New Year display piece, a gift to celebrate the New Year, etc. This product marks the eleventh release in the series.

The zodiac sign for 2026, “Horse” has been cherished as dearly as the lives of soldiers in battles throughout history. Together with soldiers, horses have faced challenging missions with their lives on the line, embodying the concept of “unity of horse and rider” to achieve their mission. As a result, even in peaceful times they have become symbols of good fortune in competition and prosperity in business, and are loved worldwide. This product features a white thoroughbred horse, which is considered auspicious and fitting for the New Year. It can also be posed on its hind legs in a rearing position. Additionally, this product comes with an ornate saddle used for ceremonies. The saddle features a papercraft design, a first for the Oriental Zodiac ANIA series.



A cumulative total of approximately twenty million units in the “ANIA” series have been sold since its launch in 2013. (As of April 2024) Based on the key message of “Stimulate Your Curiosity,” we will continue to expand the “ANIA” lineup through various product plans, thereby stimulating the curiosity of children throughout the world and becoming a beloved classic series.

<Product Outline>

Product Name: “Oriental Zodiac ANIA Horse”

SRP: JPY 770 (tax included)

Launch Date in Japan: Saturday, November 8, 2025

Recommended Age: 3 years and up

Package Contents: Figure × 1, folding screen × 1, carpet × 1, decorative saddle (papercraft) × 1

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “TOMY MALL” (takaratomymall.jp), etc.

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Website: www.takaratomy.co.jp/products/ania/products/etoania/



Images showing usage scenarios

Oriental Zodiac ANIA Lineup to date



2016: Monkey
(Japanese Macaque)



2017: Rooster (Owl)



2018: Dog (Shiba Inu)



2019: Boar (Boar) / (Pig for Asia only)



2020: Rat (Hedgehog)



2021: Ox (Ox)



2022: Tiger (Tiger)



2023: Rabbit (Rabbit)



2024: Dragon (Seahorse)



2025: Snake (Snake)



2026: Horse (Horse)

* Past Product: Currently Discontinued

What is “ANIA”?

The “ANIA” series was launched in 2013 and features a range of hand-held size animal figures which feature movable characteristic parts and can be played with. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals and as items that parents and children can play with together. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable characteristic parts and detailed molding have made them popular, and to date more than twenty million units have been sold in Japan and overseas (series total; as of April 2024). Many products in the “ANIA” series of toys have also received “Guide Dog Mark”^{*1} certification as “accessible-design toys”^{*2} that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible Design Toys category at the 2013 Japan Toy Awards.



*1 The “Guide Dog Mark” certification is given to “accessible-design toys” that children with visual disabilities can enjoy.

*2 “Accessible-design toys” are toys made and sold for the general market that children with and without visual/auditory disabilities can enjoy playing with.

Takara TOMY accessible-design toys: www.takaratomy.co.jp/products/kyouyu



Official Website: www.takaratomy.co.jp/products/ania

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