

Our Products

TOMICA, PLARAIL and LICCA are core products that support the TOMY Group's growth. While preserving the fun of the original toys that a multitude of children have played with, we have evolved these toys in line with the times to create long-selling products that are always fresh and continue to be loved across generations.



ありがとう、そしてこれからも



いつだって、
カッコイイ。

トミカはクルマが大好きだ。
トミカはこれからも、
時代を走るクルマたちを
手のひらサイズに変えて、
その魅力を伝えていきたい。
わたしたちトミカの使命です。

TOMICA, Japan's first series of palm-sized diecast mini cars, was created in 1970 out of the strong desire to have Japan's children play with miniature versions of the domestically produced cars they were familiar with. Having observed its 50th anniversary in 2020, today the series has been loved across three generations of parents and their children. Until now, a cumulative 1,080+ models have been released, with lifetime sales of more than 690 million pieces (as of April 2021).

In recent years, the lineup has been expanded beyond the staple products to include the Dream TOMICA series of collaborations with popular characters and IPs, as well as the TOMICA Premium series of high detail collectible models. In 2016, we began the full-scale launch of licensing activities for "tomica," a brand for adults. We will implement licensing for a range of goods that appeal to people regardless of age or gender including apparel, stationery and daily necessities, and aim to further strengthen the brand.



プラレール

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The long-selling railway toy brand, PLARAIL, celebrated the 60th anniversary of its launch in 2019, after being adored for three generations. The original PLARAIL product model was a train and rail set made of plastic and released in 1959, when plastic was a new material and toys were mainly made of metal or wood. Its distinguishing blue rails were sized for playing on the small round tea tables around which Japanese families of that time would gather and spend quality time. The brand's rail size specifications have not changed over its 60-year existence, and the newest rails can still be connected to original rails from 1959. Moving forward, we will continue to develop the PLARAIL brand according to the same familiar and admired railway theme, releasing products that enable children to learn about society, encourage creativity and other child growth and development, and foster communication between parents and their offspring. Approximately 1,800 PLARAIL products have been released in Japan, selling more than 177 million units (as of March 31, 2021).

リカちゃん

The LICCA brand has been adored for more than 50 years since its inception in 1967. Throughout this brand's existence, we have launched products that embody the aspirations and dreams of children while continuously reflecting the changing times and trends. In recent years, we have been developing the promotions to win the adoration of adults who grew up along with LICCA. LICCA is also expanding her role as a celebrity and has generated significant buzz on Twitter and Instagram, where she had approximately 220,000 followers as of June 2021.



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The TOMY Group owns more than 60 brands targeting children and adults. We develop a broad lineup comprising products in 14 of the 15 toy categories.



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TRANSFORMERS

TRANSFORMERS is a global hit transformable robot series that started in the United States in 1984, with toys and animation launched in Japan in 1985. Celebrating its 35th anniversary in 2019, this series is loved by two generations of parents and children in more than 130 countries and regions throughout the world.



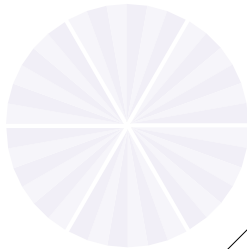
KIRAMEKI POWERS!

This is the fifth installment of GIRLS X WARRIOR, a live action TV drama series. We handle joint production with production company OLM and have developed merchandise based on items that let children recreate scenes from the series.



Nail Tip laboratory NELTIP

Nail Tip laboratory NELTIP dedicated nail chip printing machines allow customers to easily create their favorite nail tip designs using touch panel operations. To expand into new business areas, TOMY established the Fashion Entertainment Business Division as part of the Hits Business Headquarters in November 2020. Nail Tip laboratory NELTIP is the first such endeavor coming out of the division and is designed to appeal to teens and adults.



BEYBLADE BURST

This series of competition-style next-generation spinning tops has recorded cumulative shipments of more than 500 million units to more than 80 countries and regions throughout the world. In the summer of 2015, we launched sales of the third-generation BEYBLADE BURST.



DUEL MASTERS

Launched in 2002 as a full-fledged trading card game easy for kids to play, this popular series has shipped more than 6.7 billion units and every year numerous regional events are held. At the end of 2019, we also began distributing an authentic DUEL MASTERS card game app.



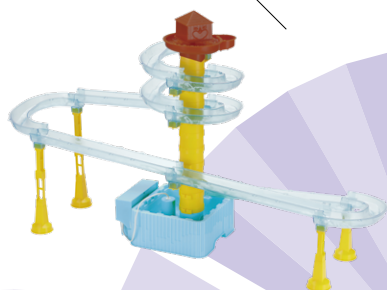
ANIA

Launched in 2013, ANIA is a series of palm-sized animal figures that each has one moving part. This series functions as a three-dimensional animal encyclopedia that can be enjoyed by parents and children together, as it sparks the curiosity of children interested in knowing more about the distinguishing features of animals and many different types of animals.



T-ARTS Company, Ltd.

Develops a wide range of products including amusement machines, capsule toys, miscellaneous goods and stuffed toys.



TOMYTEC

TOMY TEC CO., LTD.

Boasting the top domestic share in railway models in Japan, this comprehensive hobby manufacturer is responsible for product planning and development, manufacture, sales and service.

KIDDY LAND®

KIDDY LAND CO., LTD.

This store specializes in toys, fancy goods, character merchandise and books. As the leader of the overall culture industry, it is sensitive to the times and constantly disseminates new information and trends.



THE FIRST YEARS

Baby care products including baby bottles, dishes and strollers supporting child-rearing.



Fat Brain

Based on its philosophy of offering children "a smarter way to play," Fat Brain offers innovative and modern designs alongside toys that can be played with for years without getting caught up in the latest trends.



JOHN DEERE

JOHN DEERE

Toy versions of global agricultural vehicles. This lineup includes a variety of products for preschoolers as well as detailed replicas.



LAMAZE

Educational toys for infants tailored to development level and age. Developed with the advice of an infant development specialist.



BOON

Products that eliminate the inconveniences of childcare with simple and smart designs that also meet the desire for fashionableness among those raising children.



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