

HAOPIN TOYS SOURCING REPORT · 2026 EDITION

2026 Toy Sourcing Report

Demand Trends, Price Bands & Market Map

For international retailers, wholesalers and e-commerce sellers

Haopin Toys — Toy Wholesale

www.haopintoys.com · Shanghai, China · Toy sourcing, QC & logistics since 2017

This is the sample edition of the **Haopin Toys Sourcing Report** — the same data framework we use to build custom reports for retailers, wholesalers, and e-commerce sellers. For a version tailored to your categories and market, [request a free custom sourcing report](#).

1. Category demand: what buyers are actually searching for

Across international buyer search data in 2026, one category dominates: **squishy and slow-rise toys account for ~45% of wholesale search demand** — more than the next four categories combined. The rest of the demand curve:

Squishy / slow-rise	~45%	↑ Dominant, impulse + collectible
Wholesale / supplier general terms	~26%	→ Steady B2B intent
Plush / stuffed animals	~5%	↑ Claw machine + gift demand
Fidget & sensory	~4%	→ Stable, price-competitive
Building blocks	~3%	↑ Compatible-system demand
Blind box / collectibles	~1%	↑↑ Highest purchase intent per search
Educational / STEM, dolls, models	~2-3% combined	→ Steady

What this means for assortment: lead with squishy (especially food-shaped styles like dumpling squishy and mochi), keep plush as your second anchor, and treat blind box as a high-margin niche — small volume, but buyers who search it are ready to order.

2. FOB price bands (China factory-direct)

Reference bands for 2026 sourcing — actual quotes depend on spec and volume:

Squishy / slow-rise	\$0.50 – \$3.00	100–500 pcs
Plush / stuffed animals	\$1.50 – \$8.00	100–500 pcs
Building blocks sets	\$2.00 – \$12.00	200–500 sets
Educational & STEM	\$2.00 – \$15.00	100–500 pcs
RC toys	\$4.00 – \$25.00	100–300 pcs
Blind box / capsule	\$0.80 – \$5.00	200–1,000 pcs
Dolls	\$2.00 – \$12.00	100–500 pcs

Full landed-cost math (freight, duty, insurance) is in our [toy wholesale price guide](#).

3. Market map: where demand is growing

Southeast Asia — the highest-intent region for wholesale toy search. Malaysia and Indonesia lead with strong local-language wholesale demand (pemborong, grosir). Price-sensitive but high-volume; mid-range products move best.

Africa — South Africa is the continent's toy import leader (~\$134M) with modern retail infrastructure. Nigeria and Kenya grow fast from a smaller base. Food-shaped squishy (dumpling styles) trend above global average.

Middle East — UAE and Saudi Arabia combine high purchasing power with low search-ad competition. GCC compliance documentation is the entry barrier; buyers pay for reliability.

Europe — evergreen demand for compliant (CE/EN71) goods; construction sets and licensed-style collectibles over-index. Longer decision cycles, larger orders.

Latin America — Brazil dominates; Argentina is the fastest grower (tariff relief + rising imports). WhatsApp-first commerce.

4. Sourcing calendar for 2026

Q4 2025 – Jan 2026	Spring/summer outdoor toys, Valentine
Feb – Mar	Christmas 2026 planning starts (custom molds)
Apr – May	Christmas stock orders placed (production 35–60 days)
Jun – Aug	Christmas at sea; Halloween orders placed
Sep – Oct	Christmas landfall; Spring 2027 previews
Nov – Dec	Inventory sells; plan next year with live data

Critical: Lunar New Year (late Jan–Feb 2026) slows all Chinese production for 3–4 weeks. Build it into every lead time.

5. Supplier risk checklist

1. Verify factory focus on your category (specialists beat generalists)
2. Order samples in retail packing before bulk
3. Confirm compliance docs for your market (CE/EN71/ASTM F963/CPC) before production
4. Use standard terms: 30% deposit, 70% against copy of B/L
5. Reserve pre-shipment inspection rights in writing
6. Document IP provenance for character-style goods

Detail on each point: [how to choose a toy supplier](#).

How to get your custom report

The free custom version covers **your** categories and **your** target market: specific factory options, MOQ/price ranges matched to your volume, and lead-time planning. It takes about 48 hours and costs nothing: [request your free sourcing report](#).

FAQ

Q: What is in a custom sourcing report?

A: Factory options for your specific categories, FOB price ranges matched to your order volume, MOQs, lead times, and compliance notes for your target market.

Q: Which toy categories are trending for 2026 wholesale?

A: Squishy and slow-rise toys dominate buyer demand (~45% of wholesale searches), with dumpling squishy as the breakout style. Blind box and collectibles show the highest purchase intent per search.

Q: What are typical FOB prices for wholesale toys from China?

A: By category: squishy \$0.50–\$3.00, plush \$1.50–\$8.00, blocks \$2.00–\$12.00, RC toys \$4.00–\$25.00 per unit at typical MOQs of 100–500 pcs per SKU.

Q: When should I order for Christmas 2026?

A: Place stock orders May–August 2026; custom-mold items need design sign-off by February–March. Sea freight takes 25–40 days, so goods should be at sea by September–October.

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