

01 Toys for Boys

Media-linked multigenerational character toys

BANDAI is releasing evergreen multigenerational character toys that target boys aged 3 to 6. We are working to make products that treasure children's aspiration to become heroes while retaining strong connections with various media.



HENSHIN CONTROLLER DX
SEIZABLASTER

KYUTAMA GATTAI
01,03,05,07,09 DX KYURENOH

DX Orb ring



Henshin Belt DX Gamer Driver



DX Gashacon Breaker

We provide a wide range of products ranging from hero toys that have gained an overwhelming popularity among preschool boys to toys for elementary school boys in Japan and overseas.

Expanding categories for elementary school children and taking on the challenges of high target products

We are focusing on categories and characters linked to animation and games targeting elementary children. We are also expanding the range of our targeted demographic by providing a great variety of products.



DX YO-KAI Watch Dream

Digital Monster Ver.20th Anniversary Edition



Appli Drive



DX Heybot!



Complete Selection Animation
DRAGON RADAR