

02 Toys for Girls

We create products that resonate with girls. This includes the popular PRETTY CURE and KAMISAMA MINARAI. HIMITSU NO COCOTAMA products for preschool girls, and TAMAGOTCHI and the GIRLS HOBBY series products for elementary school girls.

Toys linked with animation are a mega hit among preschool girls

The PRETTY CURE series and house category KAMISAMA MINARAI, HIMITSU NO COCOTAMA, are predominantly popular among 3-6 year girls as these items fulfill their desires and dreams.



Mazemaze Henshin! Sweets Pact DX



Welcome to kirakira Patisserie



More Enjoyable with Sound and Lights!
Big Cocotama House Gift Set



Cocotama Dolls Series

Approach for the elementary school market

With “communication” as the keyword and a focus on brands such as TAMAGOTCHI and the GIRLS HOBBY series, we are developing a wide range of character merchandise for trend-conscious elementary school girls.



Tamagotchi m!x



Can Badge Good!
Kirakira Ippai DX Set



Creajewelryna 3D Jewelry DX



Kurukuru Chocolate Factory