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Preschool, Classic and Innovative Toys

ANPANMAN toys for infants are also highly popular among parents. In addition, we are developing merchandise for a wide range of ages from children to adults, such as toys that can be enjoyed by the family.

ANPANMAN toys are enjoyed by children at their different stages of growth

We are developing a range of toys that are tailored to children's developmental stages. Along with ANPANMAN toys for preschool kids, BANDAI also offers Babylabo, a series of baby toys based on brain science, and the Blocklabo series.



ANPANMAN Town series
Welcome! Fun! Pan Kojo House



Babylabo series
Develop Your Baby's Brain—
With the Whole Body! Sukusuku Asobi DX



Blocklabo series
Bucket of Dadandan Toy Blocks
to Build a Large Baikinman Castle

Toys based on the worldview of DISNEY characters that can be enjoyed

We produce many toys based on the worldview of DISNEY that can be enjoyed, ranging from Disney | KIDEA toys that combine elements of education with collectable to educational toys such as Wonderful Dream PCs and clay.



Disney | KIDEA series



Disney & Disney Pixar Characters
Make It Fun! Colorful Clay Party



Disney & Disney Pixar characters
Wonderful Dream PC

Toys that can be enjoyed by a wide range of ages from children to adults

We produce toys that can be enjoyed by the family, such as HACO ROOM, the craft hobby kit for girls who like to make things and decorate, Sun-Suna, the mysterious sand that hardens without water, and DONJARA, a picture-matching game.



HACO ROOM series
Kuma no Gakko My Room Kit



Suna · Suna series
Suna · Suna Rapunzel set



DONJARA
Doraemon 1,000,000 (million)