

Leading the industry with a rich lineup

Since launching the first products in this category in 1977, we have been answering the needs of a wide age range of customers by commercializing a rich lineup of products from longtime classics through to the latest characters. We are also developing a rich variety of products that add even more value, including by actively developing individualistic products transcending the framework of character-related products.



ANPANMAN
Anpanman Train series



DRAGON BALL SUPER
Ultimate Deformed Mascot series



Coffee Cup no Matsuzaki Shigeru



TOUKEN RANBU-ONLINE-
Capsule Rubber Mascot series

Our line of capsule toys are affectionately named GASHAPON. As a leading company in the vending machine capsule market, we are actively working to create new categories.

Actively working to open new markets

We are actively taking up challenges to expand new customer sectors and new categories. These efforts include developing KUJIGASHAPON, which allows users to enjoy a lottery game on the spot using their purchased product, developing merchandise based on character motifs popular among adult women, introducing larger products by developing the first cylindrical capsule GASHAPONCAN in the industry, and developing the KAPUKYARA series of capsules with containers which do not produce capsule container trash.



KUJI GASHAPON SD GUNDAM Mobile Disk



MAGICAL DOREMI Happy Lucky Pollen



Nekoatsume Tsukue
no Ue no Nekoatsume



DORAEMON
「Cap-Chara "Capsule Character"」Doraemon