

Our Products

TOMICA, PLARAIL and LICCA are core products that support the TOMY Group's growth. While preserving the fun of the original toys that a multitude of children have played with, we have evolved these toys in line with the times to create long-selling products that are always fresh and continue to be loved across generations.



ありがとう、そしてこれからも



いつだって、
カッコイイ。

トミカはクルマが大好きだ。
トミカはこれからも、
時代を走るクルマたちを
手のひらサイズに変えて、
その魅力を伝えていきたい。
わたしたちトミカの使命です。

TOMICA

The TOMICA brand was launched on August 18, 1970, based on the desire for Japanese children to enjoy playing with miniatures of Japanese-made cars. TOMICA miniature cars are modeled after actual cars being driven on the road and have undergone changes over the years to adapt to the appearance of new car models and new automobile trends. More than 1,050 models of TOMICA miniatures have been placed on the market, selling more than 670 million units (as of January 2020).

In addition, in April 2016, we launched full-scale licensing of the "tomica" brand for adults. We aim to further enhance this brand through the licensing of apparel, accessories and miscellaneous goods, stationery and everyday items designed to capture the interest of traditional TOMICA users (3-5 year old boys) as well as a wide range of other people without regard for age or gender.



プラレール
PLARAIL

The long-selling railway toy brand, PLARAIL, celebrated the 60th anniversary of its launch in 2019, after being adored for three generations. The original PLARAIL product model was a train and rail set made of plastic and released in 1959, when plastic was a new material and toys were mainly made of metal or wood. Its distinguishing blue rails were sized for playing on the small round tea tables around which Japanese families of that time would gather and spend quality time. The brand's rail size specifications have not changed over its 60-year existence, and the newest rails can still be connected to original rails from 1959. Moving forward, we will continue to develop the PLARAIL brand according to the same familiar and admired railway theme, releasing products that enable children to learn about society, encourage creativity and other child growth and development, and foster communication between parents and their offspring. Approximately 1,570 PLARAIL products have been released in Japan, selling more than 175 million units (as of June 30, 2020).

Licca

The LICCA brand has been adored for more than 50 years since its inception in 1967. Throughout this brand's existence, we have launched products that embody the aspirations and dreams of children while continuously reflecting the changing times and trends. In recent years, we have been developing the Licca brand to win the adoration of adults who grew up along with LICCA. LICCA is also expanding her role as a celebrity and has generated significant buzz on Twitter and Instagram, where she had approximately 220,000 followers as of July 2020.



©TOMY

The TOMY Group owns more than 60 brands targeting children and adults. We develop a broad lineup comprising products in 14 of the 15 toy categories.





TRANSFORMERS

TRANSFORMERS is a global hit transformable robot series that started in the United States in 1984, with toys and animation launched in Japan in 1985. Celebrating its 35th anniversary in 2019, this series is loved by two generations of parents and children in more than 130 countries and regions throughout the world.



ZOIDS WILD

The latest series of this original brand launched in 1983. Based on animal and dinosaur motifs, ZOIDS are called "classic examples of animal-type mechanical organisms as an assembled toy that moves and uses weapons via springs or motors."



ANIA

Launched in 2013, ANIA is a series of palm-sized animal figures that each has one moving part. This series functions as a three-dimensional animal encyclopedia that can be enjoyed by parents and children together, as it sparks the curiosity of children interested in knowing more about the distinguishing features of animals and many different types of animals.



POLICE × HEROINE LOVEPATRINA!

This is the fourth installment of the Girls × Heroine! Series, an SFX television drama series for young girls. We are jointly creating the original stories for scenarios along with film production company OLM and are creating products that allow children to recreate scenes from the series.



BEYBLADE BURST

This series of competition-style next-generation spinning tops has recorded cumulative shipments of more than 470 million units to more than 80 countries and regions throughout the world. In the summer of 2015, we launched sales of the third-generation BEYBLADE BURST.



DUEL MASTERS

Launched in 2002 as a full-fledged trading card game easy for kids to play, this popular series has shipped more than 6.5 billion units and every year numerous regional events are held. At the end of 2019, we also began distributing an authentic DUEL MASTERS card game app.

GROUP (DOMESTIC)

**TAKARA
TOMY
A.R.T.S**

T-ARTS Company, Ltd.

Develops a wide range of products including amusement machines, capsule toys, miscellaneous goods and stuffed toys.



TOMYTEC

TOMYTEC CO., LTD.

Boasting the top domestic share in railway models in Japan, this comprehensive hobby manufacturer is responsible for product planning and development, manufacture, sales and service.



KIDDY LAND®

KIDDY LAND CO., LTD.

This store specializes in toys, fancy goods, character merchandise and books. As the leader of the overall culture industry, it is sensitive to the times and constantly disseminates new information and trends.

(OVERSEAS)



THE FIRST YEARS

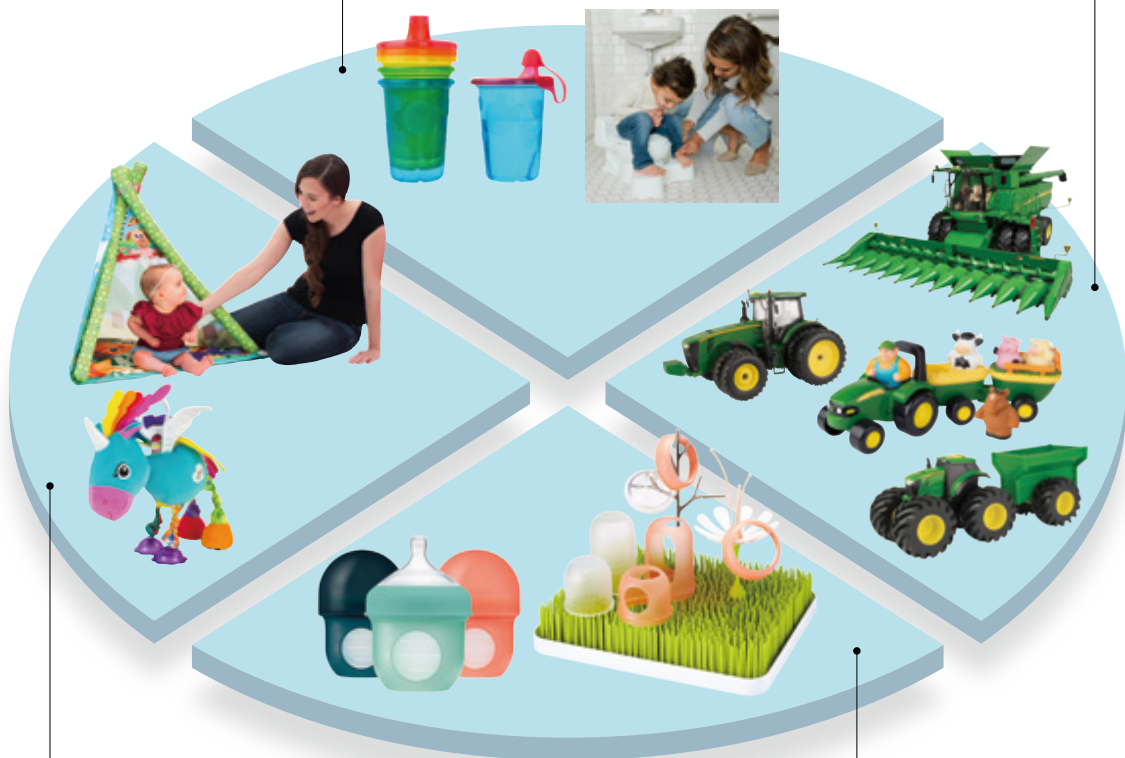
Baby products including baby bottles, dishes and strollers supporting child-rearing.



JOHN DEERE

JOHN DEERE

Toy versions of global agricultural vehicles. This lineup includes a variety of products for preschoolers as well as detailed replicas.



LAMAZE

Educational toys for infants tailored to development level and age. Developed with the advice of an infant development specialist.



BOON

Products that eliminate the inconveniences of childcare with simple and smart designs that also meet the desire for fashionableness among those raising children.

