

泡泡玛特业绩 & 市值对比





IP运营

盲盒



THE MONSTERS



Molly



SKULLPANDA



DIMOO



CRYBABY

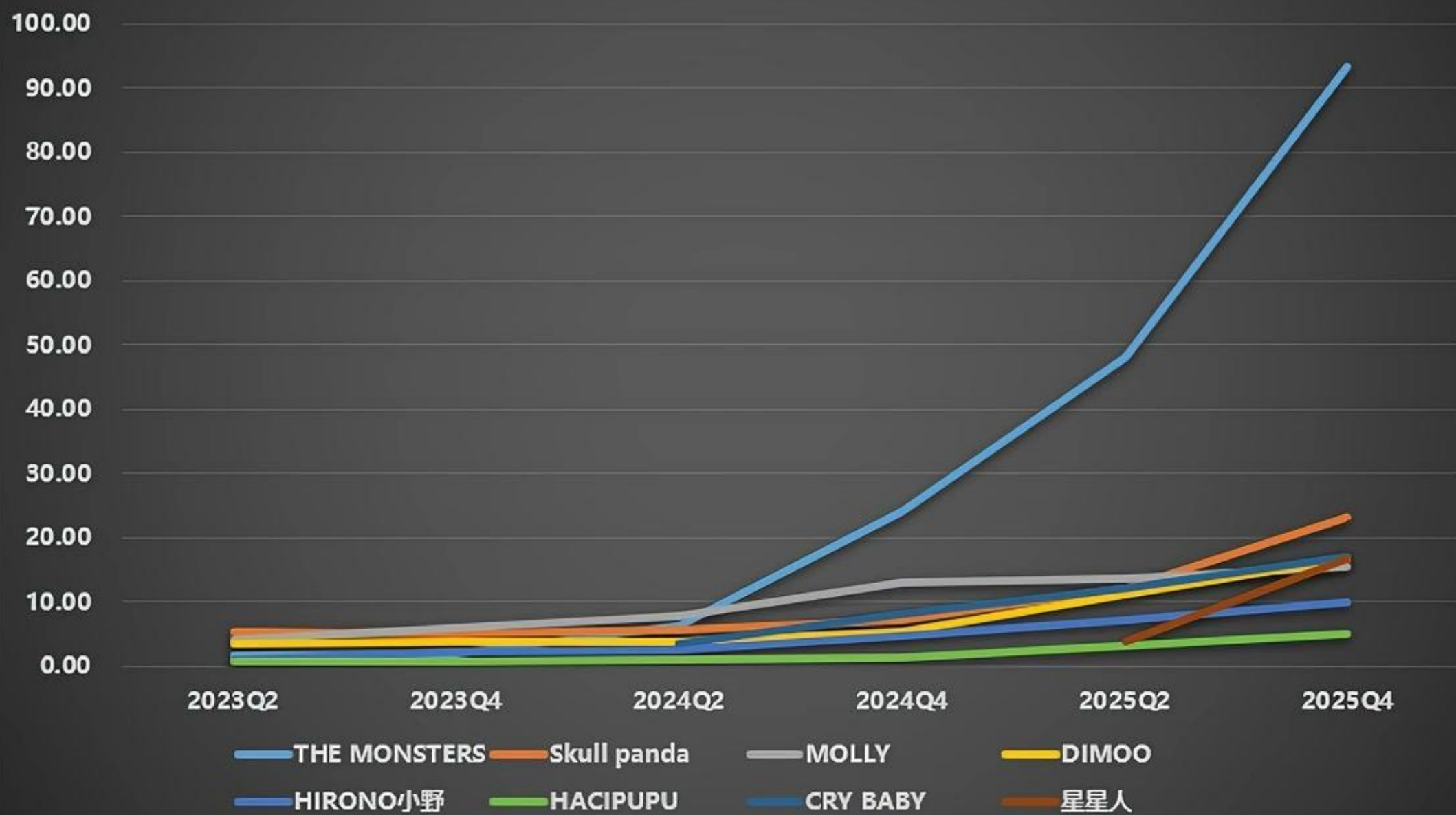








泡泡玛特自有IP业绩增长趋势



SUPER ARTISTS

合作艺术家

Molly.

DIMOO
WORLDINSTINCT
TOYcry
baby.

COARSE

DUCKOO

ART TOY SCULPTOR
SeulgieGREEN
COW
GARDEN
"WHEN SHE WAS LITTLE"
ART TOY FIGURE COLLECTION 2

COOLABO

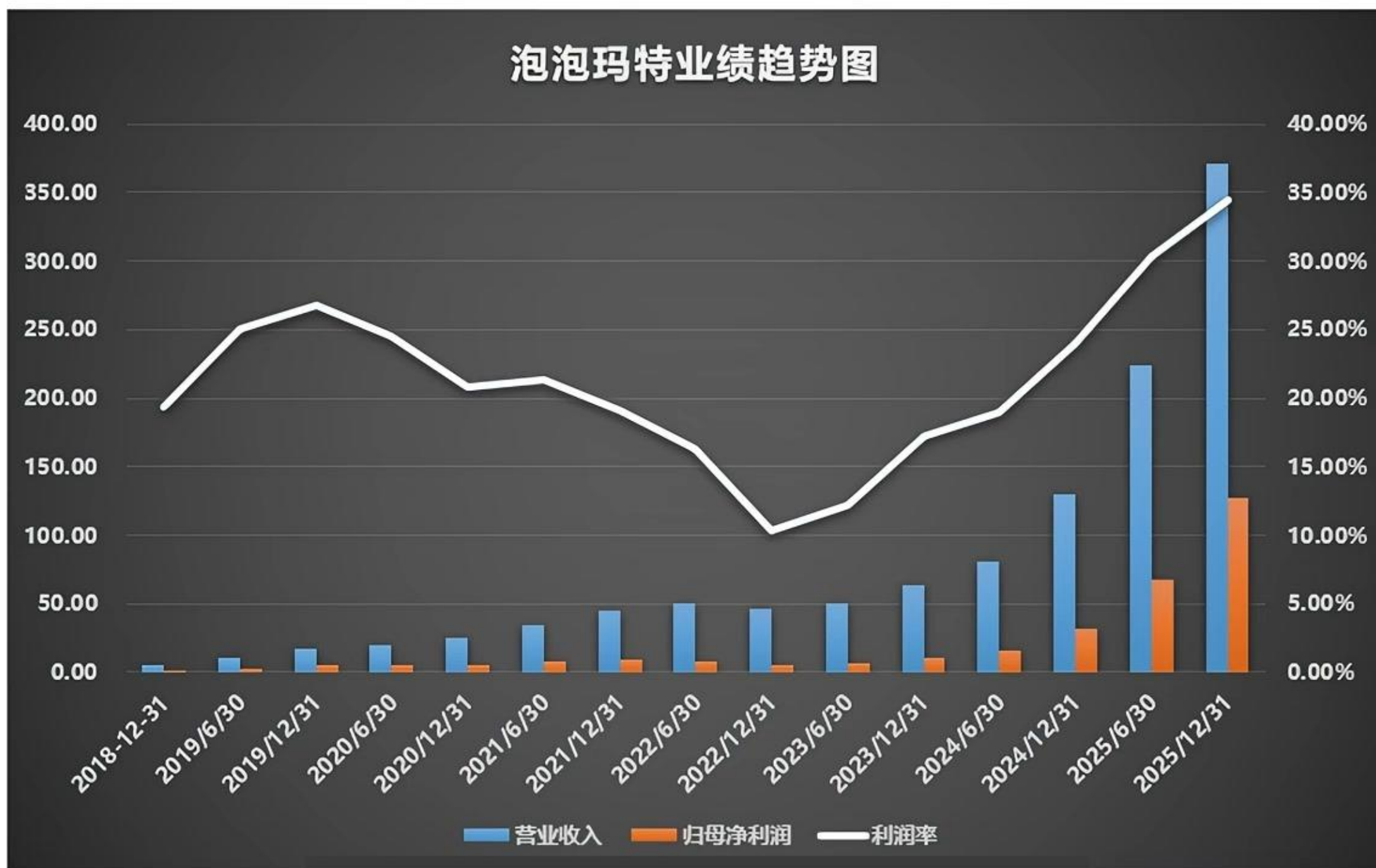
YooJewie
Studio

GUMMY



HACIPÖPÜ

Flying
DongDong











	关键点
机会1	爆火IP拉布布的持续运营，营收有兜底
机会2	作为成熟的IP运营平台，能持续吸引有潜力的艺术家合作
风险1	潮玩的爆火的持续性不足，高增长很难保证
风险2	盲盒的商业模式存在很大的争议