

## BEENOS Announces “Cross-Border EC Hit Ranking 2025” 2025 Cross-Border EC Keyword: “Oshikatsu Collector Consumption” Trends

TOKYO — March. 31, 2026 — BEENOS Inc. (Headquarters: Shinagawa-ku, Tokyo; President and Group CEO: Shota Naoi; hereinafter “BEENOS”) has announced the “Cross-Border EC Hit Ranking 2025,” based on purchase data from January to December 2025 through its overseas shopping support service, “Buyee.”

The keyword for cross-border e-commerce in 2025 is “Oshikatsu Collector Consumption.” In 2025, purchases reflecting growing demand for collections and specialized hobbies increased across top-ranking categories. Analysis shows a significant expansion in consumption seeking specific product brands. Driven by the global popularity of Japanese content, the use of cross-border EC has expanded. The spending behavior of overseas users—who can select highly specific objects of interest from a vast range of products—has evolved from simple “Oshikatsu” (fan activities) into “Oshikatsu Collector Consumption,” characterized by more granular and targeted purchasing.



## Executive Summary

- The top categories by purchase volume in 2025 were 1st: Trading Cards, 2nd: Toys, Hobbies & Goods, and 3rd: Anime & Comic Goods.
- By region, Trading Cards ranked 1st in North America, Europe, Southeast Asia, and South America. Toys, Hobbies & Goods ranked 1st in East Asia and the Middle East. The primary user base remains centered on people in their 20s and 30s.
- The categories with the highest growth rates in 2025 were 1st: Toys, Hobbies & Goods, 2nd: Celebrity Merchandise, and 3rd: Trading Cards.

## BEENOS Cross-Border EC Hit Ranking 2025

Trading Cards took the No. 1 spot in the 2025 Hit Ranking, achieving its second consecutive title following 2024. Pokémon cards continue to lead the category, with a marked increase in purchases of items containing “AR” (Art Rare), “SAR” (Special Art Rare), and “Old Back” (vintage card backs) in the product name. Furthermore, purchases of authenticated, high-quality items such as “PSA 10” have risen, indicating expanding collection demand. K-POP cards are also boosting the category’s popularity; among artists, Stray Kids is the most popular. Additionally, Yu-Gi-Oh!, Dragon Ball, and One Piece cards remain among the top categories by purchase volume.

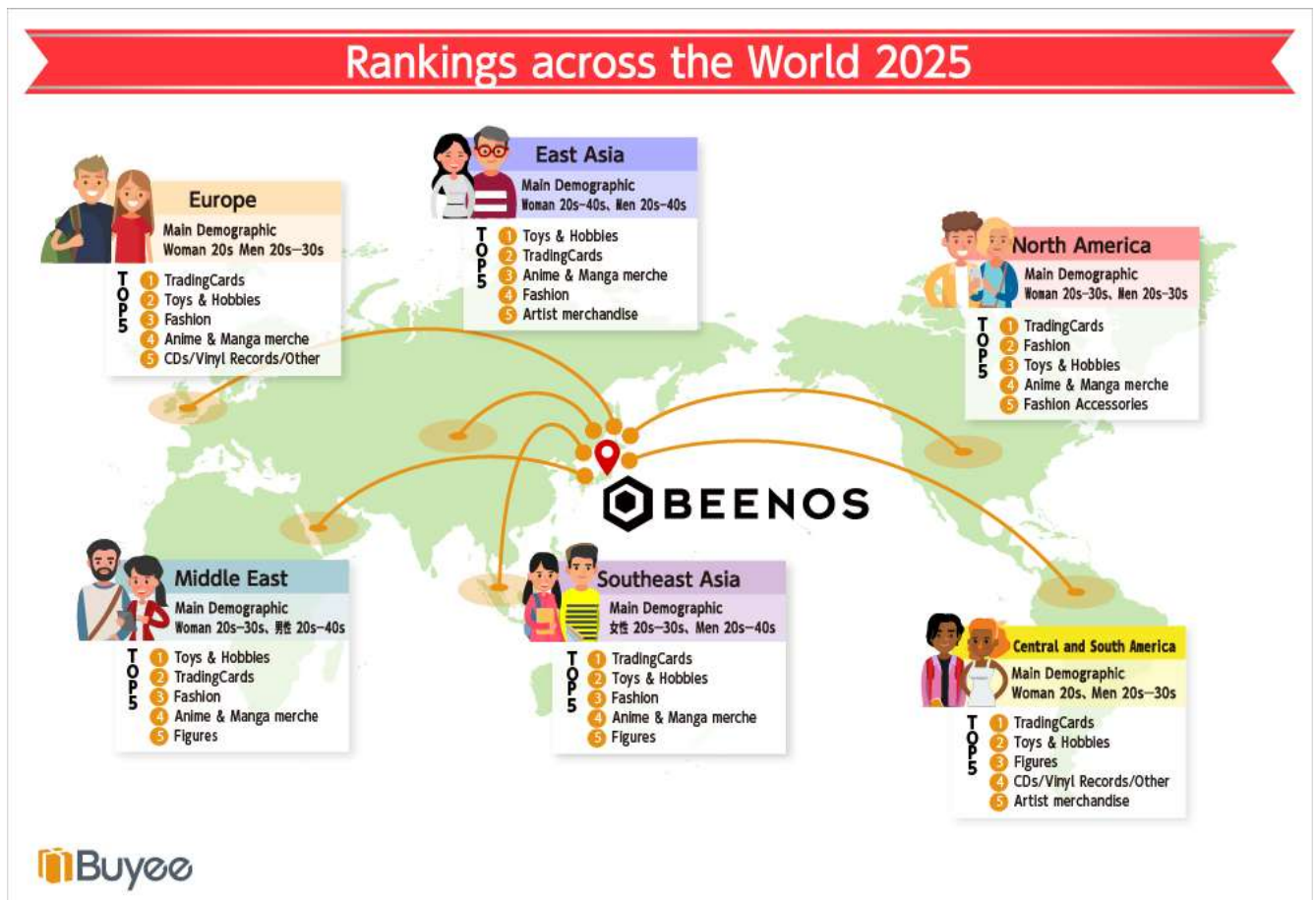
In 2nd place, Toys, Hobbies & Goods was driven by “Oshikatsu” purchases such as plush toys, mascots, and keychains that can be attached to bags. Anime-related products have increased in recent years, with content such as Chiikawa, Pokémon, and Sanrio gaining immense popularity. There has also been a rapid increase in purchases of items with specific manufacturer names and product specs in the item name, such as Tamiya and Kyosho for RC cars, Bandai, HG, and MG for Gunpla, and Tomica for die-cast cars. This category is most strongly supported by users in East Asia, particularly women in their 20s and men in their 30s.

Anime & Comic Goods ranked 3rd, with consumption expanding for Demon Slayer: Kimetsu no Yaiba after its theatrical film surpassed 100 billion yen at the global box office. 4th place went to Fashion, which grew due to the affordability appeal of luxury brands amid the weak yen. 5th place was Celebrity Merchandise, which saw notable growth in official character merchandise from artists.



## Regional Hit Rankings

Trading Cards, the overall No. 1 category, secured the top spot in four regions: North America, South America, Southeast Asia, and Europe. Toys, Hobbies & Goods took 1st place in East Asia and the Middle East. While users in their 20s and 30s dominate across all regions, East Asia shows a broader support base, with main users ranging from their 20s to 40s for both men and women.



## Growth Category Ranking

The No. 1 category by growth rate was Toys, Hobbies & Goods. It surged ahead alongside Celebrity Merchandise (2nd), with both categories rising from outside the rankings in the previous year. Trading Cards also maintained strong momentum, ranking 3rd in growth.



## Regional Growth Trends

A trend of growth among users aged 40 and older was identified across various regions. While the fastest-growing segment in 2024 was teenagers, usage is now expanding among senior consumers as well. Regarding product categories, the top-growth category, Toys, Hobbies & Goods, ranked in three regions: East Asia, Europe, and the Middle East. In contrast, Celebrity Merchandise ranked only in East Asia, suggesting that demand for this category is expanding in a more localized manner.



## About the Global Commerce Business of BEENOS

BEENOS is a leading company in cross-border e-commerce. Under the vision of “Creating a global platform that connects Japan with the rest of the world,” the company has pioneered the cross-border EC support market and operated its global commerce business for more than 15 years. To date, the number of cross-border support cases for Japanese companies has surpassed 7,000, and the number of overseas customers has exceeded 6 million.

To lower the barriers for overseas customers using cross-border EC, BEENOS provides multilingual customer service and payment and shipping methods tailored to the needs of each country and region. For Japanese businesses seeking to expand overseas, BEENOS has built a system to support everything from the introduction of cross-border EC to subsequent sales expansion, including the elimination of Buyee usage fees in 2022.

BEENOS will continue its business development and service improvements in order to create the next standard that expands the world's possibilities through ambition and technology.

## Company Profile

- **Name:** BEENOS Inc.
- **Representative:** Shota Naoi, President and Group CEO
- **Location:** 8-4-13 Nishigotanda, Shinagawa-ku, Tokyo
- **Established:** November 1999
- **Capital:** 300 million yen