COLLECTR

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2026 MID-YEAR REPORT

STATE OF THE TCG HOBBY

An analytical view of the trading card game market, built on Collectr's live collection and sales dataset.

95M+
sales records analyzed, 2023 – H1 2026

900M+
items tracked in collector portfolios

~10M
collectors worldwide using Collectr

1.27M
unique products priced and tracked

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01 INTRODUCTION

A Hobby Becoming a Market

Five years ago, tracking the value of a card collection meant spreadsheets, forum threads, and guesswork. Today, the trading card game hobby operates with the infrastructure of a financial market: live pricing, population data, portfolio tracking, and millions of recorded transactions. This report draws on Collectr's dataset, one of the largest behavioral and transactional datasets in the hobby, to describe where the TCG market stands at the midpoint of 2026.

The picture that emerges is one of extraordinary acceleration. Tracked sales volume more than doubled in 2025, and the first half of 2026 has already delivered roughly three quarters of last year's full year total. Graded cards continue to anchor market values, while sealed product remains the hobby's strongest performing segment. At the same time, a new wave of collectors focused on modern releases is reshaping how and where the hobby buys.

Inside the dataset

+107%
year-over-year growth in tracked sales volume in 2025

9M+
AI-powered image-recognition card scans performed every single day

1.1M
unique collectors opening the app daily to price items and check portfolios

100+
countries represented in the Collectr collector base

METHODOLOGY & SCOPE

Sales data is aggregated from completed transactions on public marketplaces including eBay, Fanatics Collect, Goldin, and Heritage Auctions, covering raw singles, sealed product, and graded cards across all major trading card games. Appreciation figures are anomaly adjusted average returns across modern, mid-era, and vintage products, volume weighted and therefore skewed toward modern, which dominates tracked activity.

Collection and behavioral data is drawn from 900M+ items tracked across approximately 10 million Collectr users worldwide. All user level data is aggregated and anonymized. Figures are as of June 2026 unless otherwise noted; "YTD" refers to January 1 – June 2026. This report covers trading card games only.

> "The hobby no longer waits for a price guide.
> It prices itself, in real time, ten million times a day.

02 EXECUTIVE SUMMARY

Six Findings That Define 2026

01 **Sales volume is compounding, fast.**

Tracked sales more than doubled in 2025 (+107% year over year, to 37.8M). With 28.0M sales recorded by June, 2026 is on pace to set another all time record.

02 **Graded cards are the market's center of gravity.**

Graded cards account for 60% of tracked sales, more than raw singles (18%) and sealed product (22%) combined. PSA dominates the slab economy with an 85% share of graded sales.

03 **Sealed is 2026's best performing asset.**

Sealed product has appreciated +37% on average year to date, outpacing even graded cards (+32%). Clear evidence that collectors increasingly treat unopened product as a store of value.

04 **Pokémon reigns; everyone else fights for second.**

Pokémon continues to rule the hobby, representing 65% of all tracked activity. The real contest is for the runner up spot, and One Piece has won it, pulling ahead of Magic: The Gathering, Yu-Gi-Oh!, Flesh and Blood, and Disney Lorcana.

05 **The next collector is offline, until they aren't.**

In a survey of the Collectr user base, roughly 65% of collectors who entered the hobby in the last 24 months reported having never purchased on eBay, buying instead at local game stores and shows. But once they convert to online marketplace buying, they spend over $1,000 on average within the first month of their first purchase.

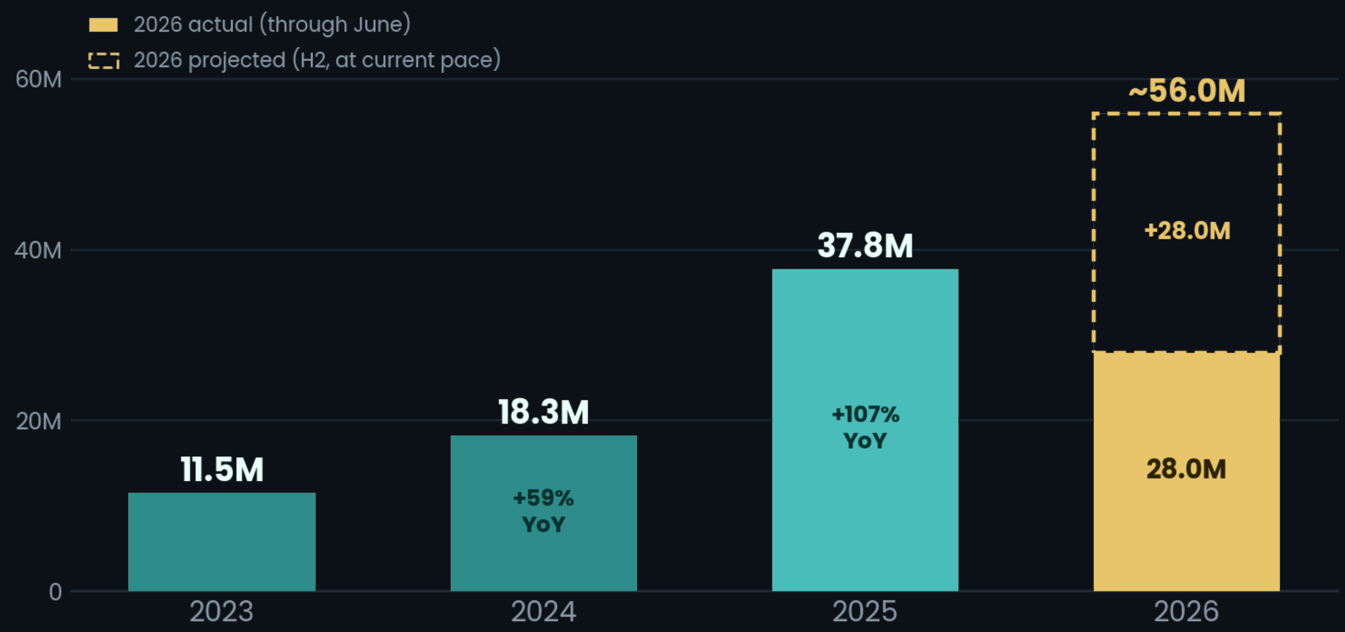
06 **The hobby is global, with an American core.**

The United States accounts for ~67% of collectors, followed by Canada, the United Kingdom, Australia, and Germany, with meaningful long-tail growth across 100+ countries.

Volume Has More Than Doubled

The clearest signal in the dataset is raw transaction growth. Tracked sales climbed from 11.5M in 2023 to 18.3M in 2024, then surged to 37.8M in 2025, a +107% year-over-year jump that coincided with an influx of new collectors into modern sets. The first half of 2026 has continued the trend: 28.0M sales by mid-June, already 74% of 2025's full-year total.

Tracked sales per year (millions)



2026 shows 28.0M actual sales through June; the dashed segment projects H2 at the same run-rate (~56.0M full-year). Source: Collectr.

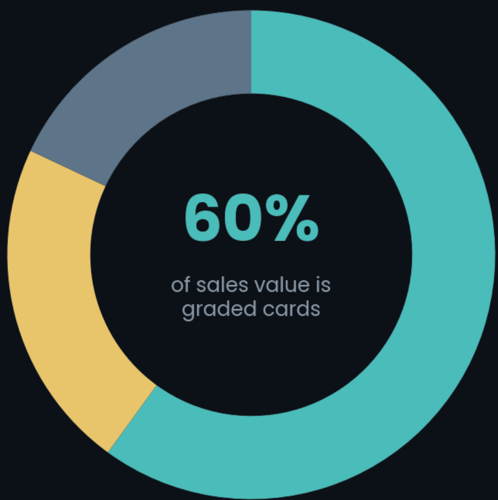
ON PACE FOR A RECORD YEAR

If the first half's run rate holds, 2026 will close well above 50M tracked sales, roughly five times the volume of 2023. Growth of this magnitude is not a price story; it is a participation story: more collectors, transacting more often, across more products.

Growth is broad based but skews heavily toward modern sets, where new entrants concentrate their first purchases. Marketplace coverage now spans 1.27M unique products, from bulk commons to six-figure vintage slabs, giving the dataset visibility into every tier of the hobby.

04 MARKET COMPOSITION

The Slab Economy Runs the Market

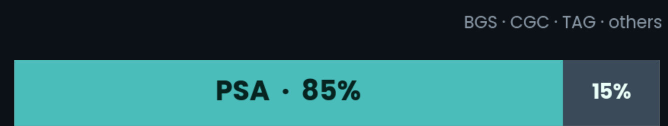


- Graded cards · 60%
- Sealed product · 22%
- Raw singles · 18%

Graded cards account for 60% of all tracked sales, the defining structural feature of the modern TCG market. Slabs offer condition certainty, liquidity, and a common language for pricing, and buyers are paying for all three.

Sealed product contributes 22% of sales, while raw singles, the hobby's traditional core, make up just 18%. For a market once defined by binder trades at kitchen tables, this is a profound shift: the majority of value now changes hands in authenticated, third-party graded form.

PSA's grip on grading



Share of graded card sales by grading company

Within the graded segment, PSA captures 85% of sales, with BGS, CGC, TAG, and smaller services splitting the remaining 15%. For sellers, the implication is blunt: the market overwhelmingly prices and prefers one label. The 15%, however, is not standing still.

51%
of ALL tracked sales value flows through PSA slabs alone

3.3×
graded sales value vs. raw singles

1.27M
unique products priced across all three segments

4
major public marketplaces feeding the sales dataset

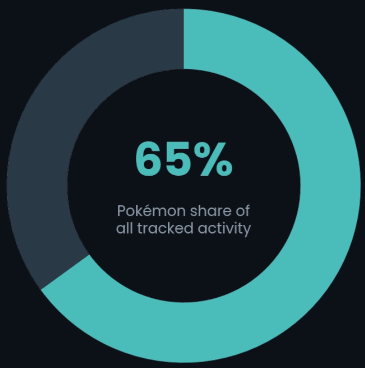
CHALLENGER WATCH: TAG IS BREAKING OUT

TAG has been rapidly growing in popularity, and the numbers speak for themselves: TAG sales and TAG-graded items added to portfolios on Collectr both grew by more than 500% in the past year alone, from several hundred to thousands. In absolute volume it still trails PSA by a wide margin, but its momentum is moving faster than any other grader.

+500%
in the last 12 months

05 THE GAMES

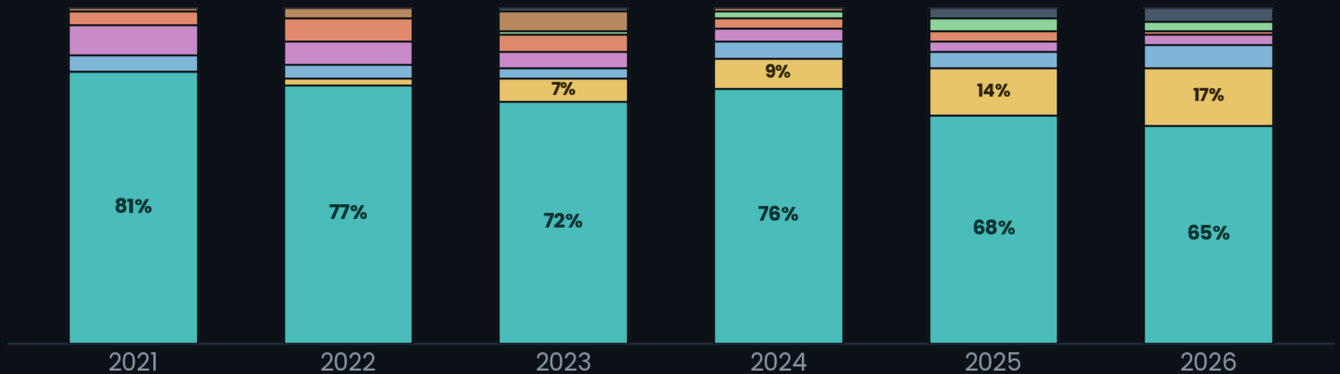
Pokémon's Market, Everyone Else's Race



Pokémon accounts for 65% of all tracked activity: sales, scans, and collection value alike. Thirty years after its debut, the franchise is not merely the largest TCG; it is the gravitational center the rest of the market orbits.

The race for second place has a clear winner: One Piece, whose rapid ascent since its 2022 launch has carried it from nothing to 17% of tracked volume, past every long established game. Magic and Yu-Gi-Oh! hold durable bases, while Flesh and Blood, Lorcana, and the fading MetaZoo round out the field.

Share of tracked volume by game, 2021 – 2026



Pokémon's share has eased from 81% to 65% as One Piece scaled from 0% to 17%. Shares may not total 100% due to rounding. Source: Collectr.

#1	**Pokémon**	65% of all tracked activity
#2	**One Piece Card Game**	0% to 17% since 2022; clear #2
#3	**Yu-Gi-Oh!**	Resurgent: 7% and rising
#4	**Magic: The Gathering**	Deep, durable collector base
#5	**Disney Lorcana**	Strong new entrant momentum
#6	**Flesh and Blood**	Competitive scene strength

The faces of the hobby

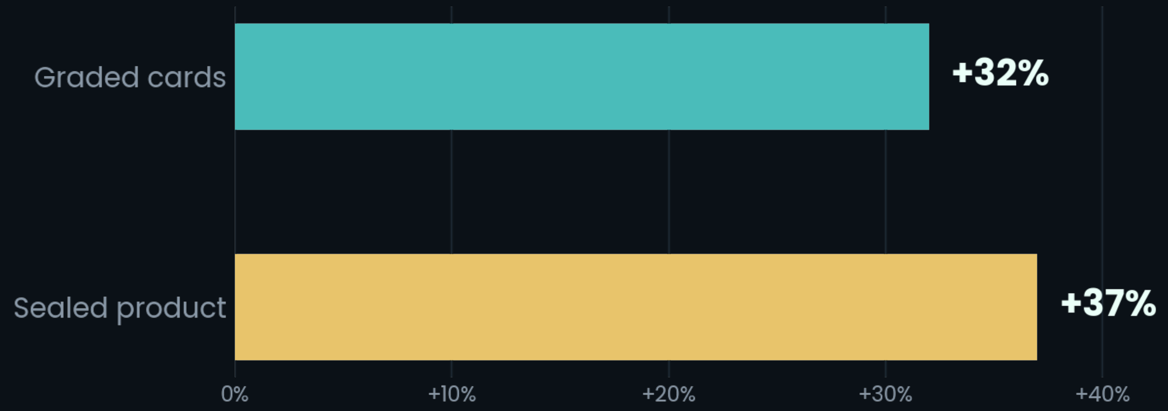
Character loyalty drives collecting behavior. In Pokémon, the most collected card subject is Pikachu, with Charizard a remarkably close second and Gengar third. In One Piece, collecting is overwhelmingly led by Monkey D. Luffy, the franchise's protagonist and its market's engine. Icon driven demand of this kind tends to be the most resilient segment of the hobby through market cycles.

06 PRICE PERFORMANCE

Sealed Outruns the Slabs

2026 has been a strong year for TCG prices. Adjusted for anomalies and measured across modern, mid-era, and vintage products, graded cards have appreciated +32% on average year to date, and sealed product has done even better, at +37%. These averages are a hybrid: vintage product has moved in the hundreds of percent on select pieces, while modern has posted steadier double-digit gains. Because modern dominates tracked volume, the blended figure is weighted toward it. The sealed premium reflects a structural belief among collectors: unopened supply only shrinks, and every box opened makes the rest scarcer.

Average appreciation, January – June 2026



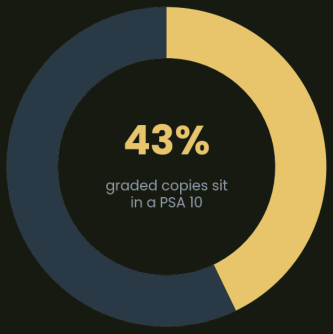
Averages across modern, mid-era, and vintage products; anomaly-adjusted. Source: Collectr pricing engine.

CARD SPOTLIGHT

Van Gogh Pikachu

The Pokémon × Van Gogh Museum promo has become one of the best performing cards of the last twelve months, a remarkable feat given its enormous print run. More than 112,000 copies have been graded, of which roughly 48,000 sit in a PSA 10.

A ~43% gem rate means the card's value is carried by demand, not condition scarcity: a mass market promo behaving like a blue chip. It is the clearest single example of icon driven, pop culture demand overpowering raw population numbers.



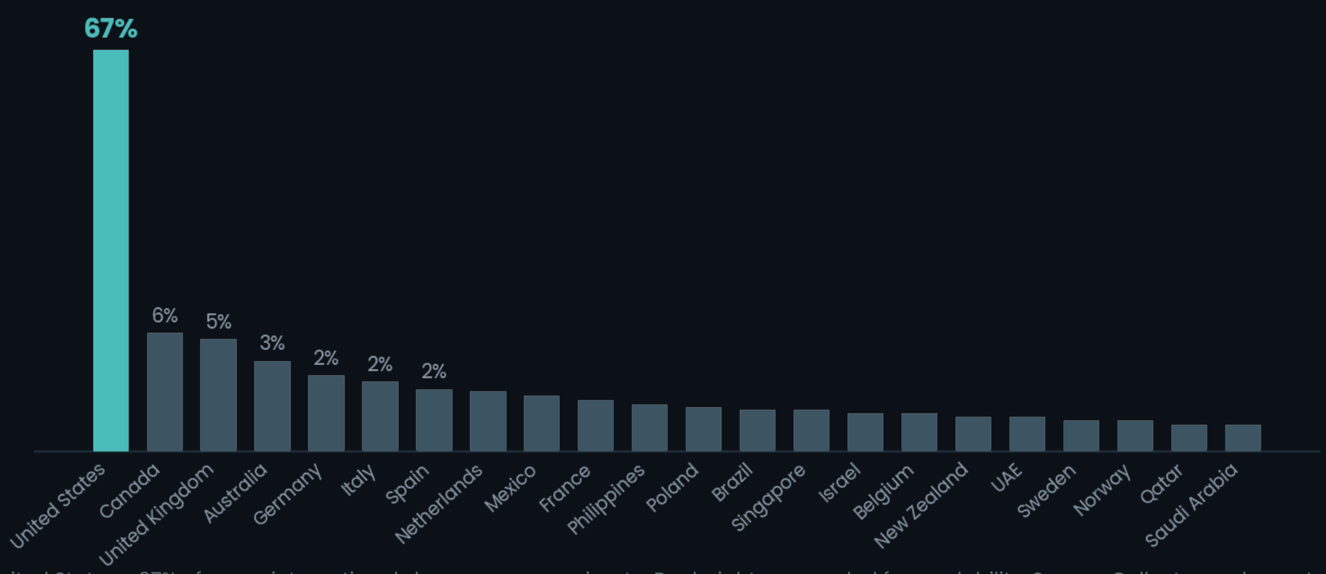
Performance is heavily weighted toward modern sets, where new collector demand is concentrated. Collectors entering the hobby in 2025–2026 are buying what is on shelves now, and in doing so, they are repricing the modern era in real time.

Ten Million Portfolios, One Habit

Collectr's behavioral data offers a rare view into who today's collector actually is. The platform tracks more than $3.5 billion in collection value across 900M+ items. Among the most active users, the average tracked collection is worth roughly $2,475. That is real money, but hobbyist money: this is a market built on millions of mid-sized portfolios, not a handful of whales. Engagement looks like a daily habit: 1.1M unique collectors open the app each day, generating 10M sessions on weekdays and 15M on weekends, alongside 9M+ AI-powered image-recognition card scans per day.

$3.5B total tracked collection value across 900M+ items	**$2,475** average collection among the most active users	**1.1M** unique daily active collectors	**9M+** AI image-recognition card scans every day

Where the hobby lives: share of collector base, top markets



United States ≈ 67% of users; international shares are approximate. Bar heights are scaled for readability. Source: Collectr user base, June 2026.

THE $1,000 CONVERSION

In a survey of our user base, roughly 65% of collectors who entered the hobby in the last 24 months reported never having purchased on eBay; they buy at local game stores and card shows. But the moment that changes, it changes fast: converts spend more than $1,000 on average within the first month of their first online marketplace purchase. The hobby's largest untapped demand pool is already in the hobby. It simply has not moved online yet.

08 OUTLOOK

Closing Notes: The Second Half of 2026

Every indicator in this report points the same direction: participation up, volume up, prices up, engagement up. Heading into the second half of 2026, four dynamics are worth watching.

- **Participation, not speculation, is the engine.**
  Volume growth of +107% in 2025 and a record 2026 pace are being driven by new collectors entering through modern sets. As long as the funnel keeps filling, demand has structural support that pure speculation cycles lack.

- **Sealed scarcity will keep compounding.**
  With sealed product appreciating +37% YTD, the incentive to hold unopened product grows, which further restricts supply. Watch reprint policy and restock waves from publishers as the key counterweight to this flywheel.

- **The grading bottleneck is a market-structure question.**
  With 60% of sales value in slabs and PSA holding 85% of that segment, grading capacity, turnaround times, and pricing power sit at the center of the hobby's plumbing. Any shift in that 85% would reorder the market, and challengers are already moving: TAG activity on Collectr grew 500%+ in the past year.

- **The offline-to-online conversion is the biggest prize.**
  65% of collectors who joined in the last 24 months have yet to make their first online marketplace purchase, and recent converts spend $1,000+ on average in month one. For marketplaces, publishers, and investors alike, this is the clearest growth lever in the hobby.

A hobby that records 95 million sales in three and a half years, prices itself in real time, and grades the majority of its value is no longer just a hobby. It is a maturing asset class with a fanbase. The collectors building it deserve data worthy of it. That is what Collectr exists to provide.

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ABOUT COLLECTR

Collectr is the portfolio platform for trading card collectors, used by ~10 million collectors to track 900M+ items, run 9M+ AI-powered image-recognition card scans daily, and price 1.27M+ unique products across raw, sealed, and graded markets. getcollectr.com

DISCLAIMER: This report is provided for informational purposes only and does not constitute financial, investment, or legal advice. Figures are derived from Collectr platform data and completed sales observed on public marketplaces (eBay, Fanatics Collect, Goldin, Heritage Auctions) as of June 2026, are partially rounded or approximate, and may be revised. Appreciation figures are anomaly-adjusted averages and do not represent the performance of any specific product or guarantee future results. User data is aggregated and anonymized. © 2026 Collectr. All rights reserved. Pokémon, One Piece, Magic: The Gathering, Yu-Gi-Oh!, Flesh and Blood, and Disney Lorcana are trademarks of their respective owners; Collectr is not affiliated with or endorsed by these companies.