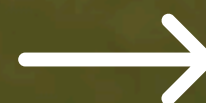


THE
Labubu
Effect

How the Labubu craze turned pop culture buzz into measurable retail impact.



What is a “Labubu”

and why do they matter?

Labubus are a collectible character distributed globally by Pop Mart, a leader in the toy industry.

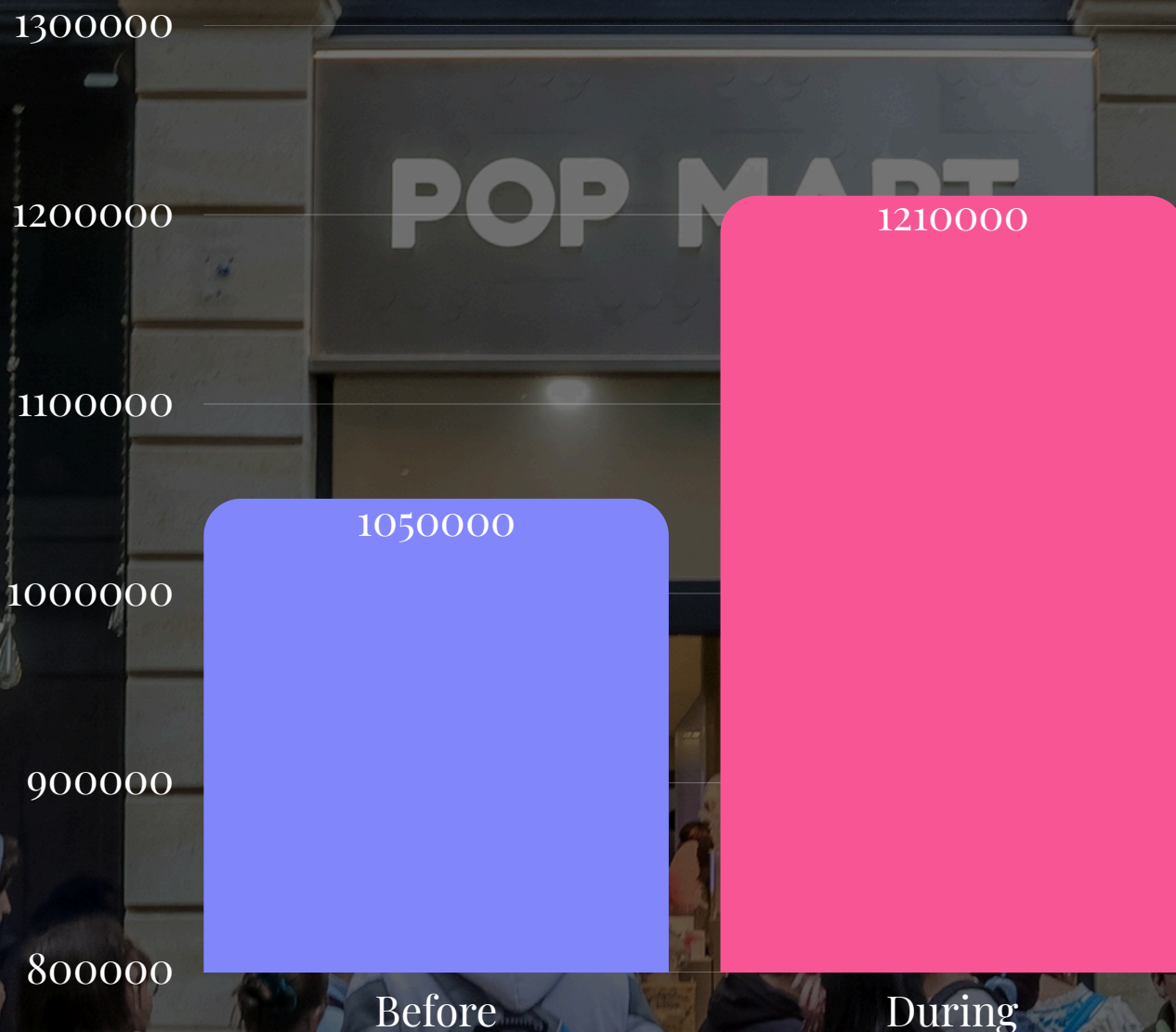
Between October 2024 and May 2025, Labubu experienced a viral surge across social media and pop culture, translating into intense in-store demand.

This study compares two full years of footfall data (Jan 2024–Dec 2025) across Pop Mart stores in Germany, France, and the UK.



Average Monthly Footfall by Period per store

● Before ● During



+15% footfall growth from before to during the Labubu craze

This surge confirms that the trend did not just generate online buzz. It materially increased physical store visits at scale.

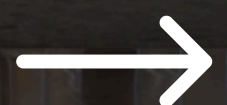
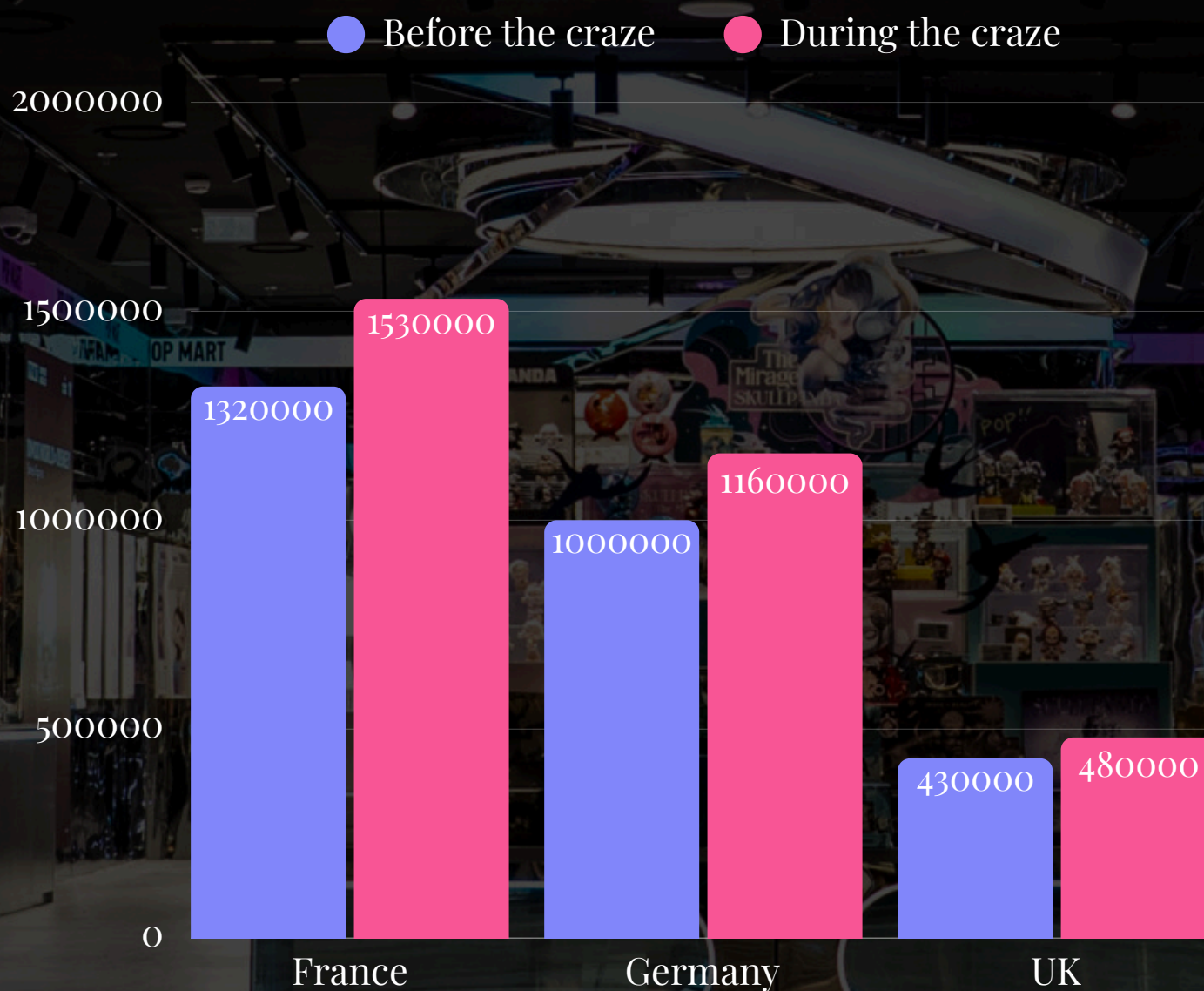


An uneven impact

across countries

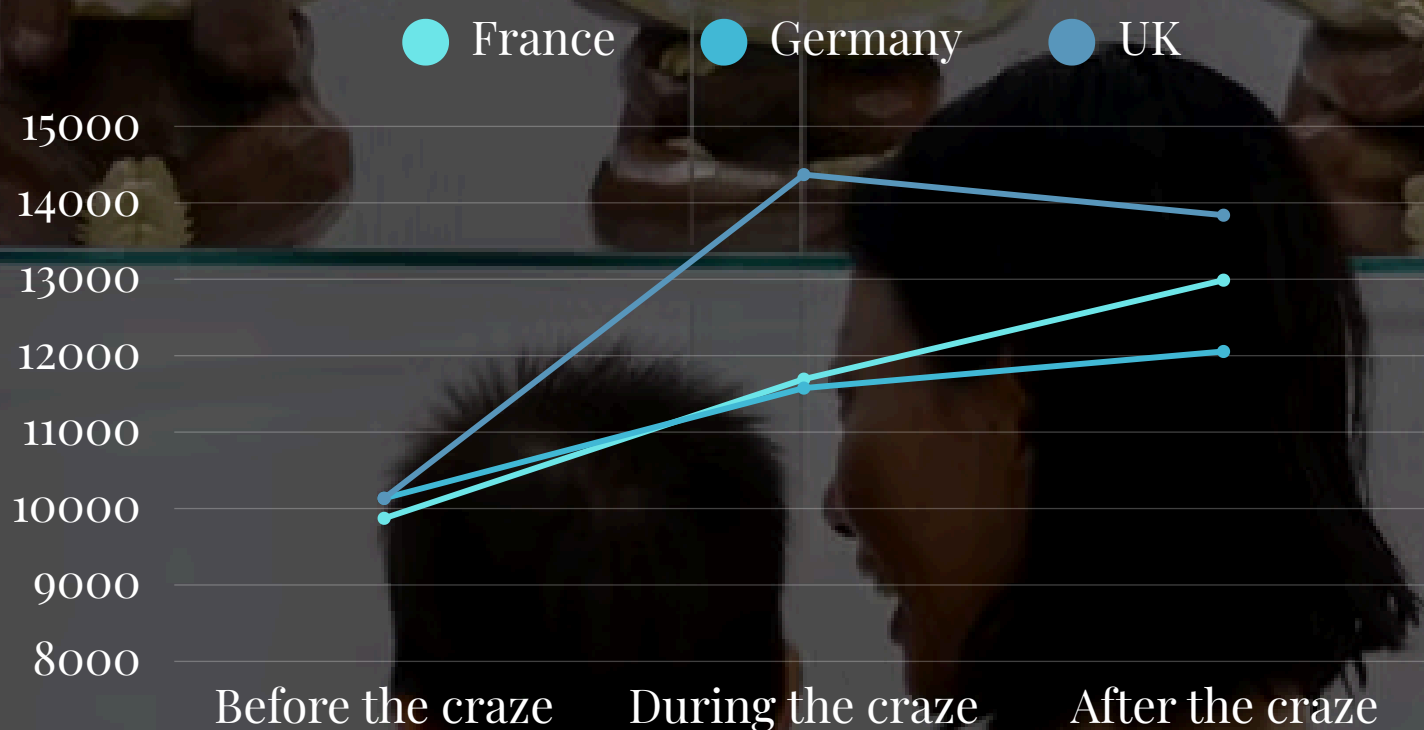
France and Germany saw the strongest uplift, with average monthly footfall growing by **+15.9%** and **+16.0%** respectively, while the UK experienced more modest growth at **+11.6%**.

Average Monthly Footfall by country



Visitors came from much further

Average Travel Distance by Period



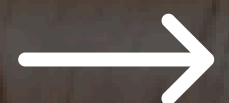
This shift strongly indicates that Labubu was **not an impulse add-on**, it actively motivated long-distance visits, pulling in tourists and regional fans specifically seeking the product.



New-found visitor loyalty

In Germany and France, repeat visitor rates increased during the Labubu period (**+4.1%** and **+3.3% respectively**), showing that customers came back multiple times throughout the trend.

The UK saw a slight decline in repeat rate, likely driven by a higher share of one-time tourist visits

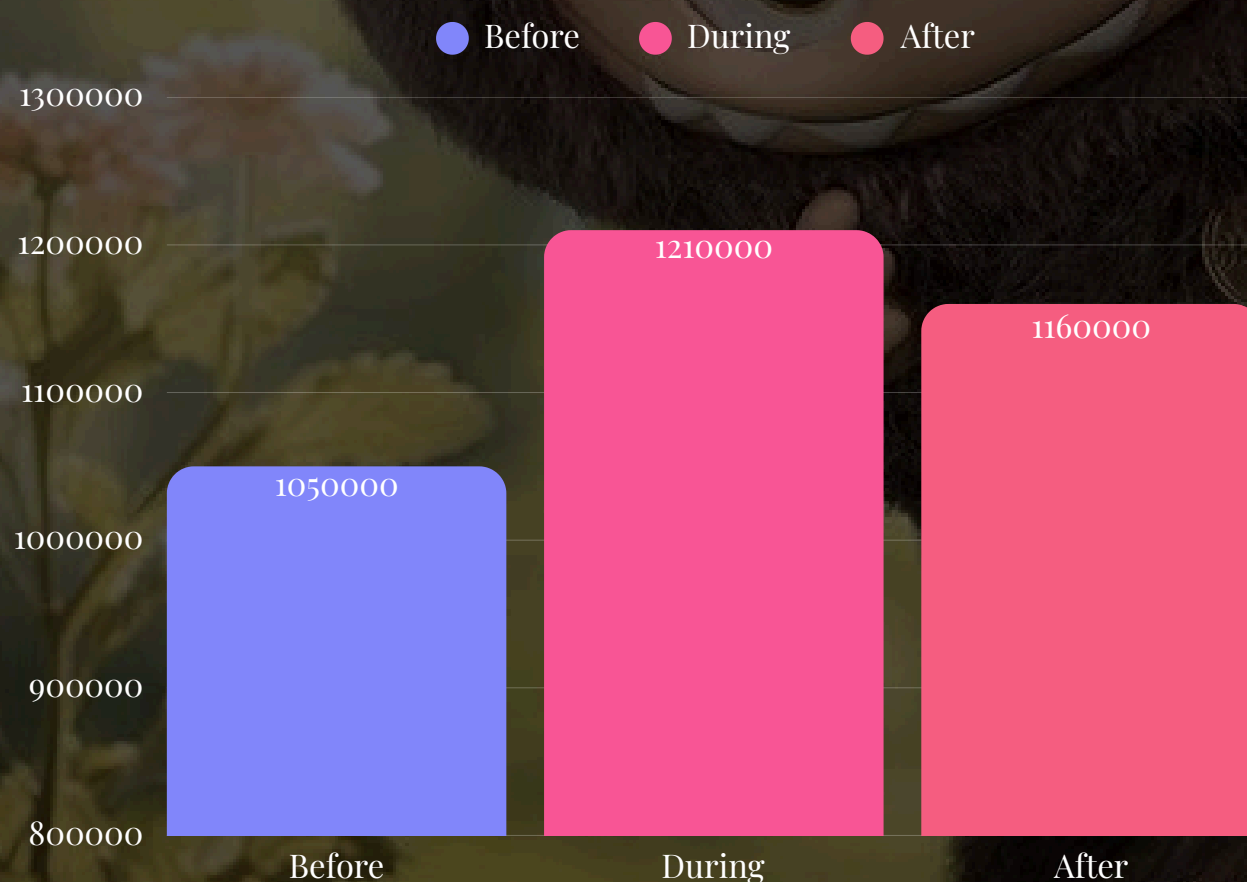


Not just a short-term trend

Even after the Labubu craze ended, average monthly footfall remained higher than pre-craze levels (**1.16M after vs. 1.05M before**).

This indicates that Labubu expanded the customer base and left Pop Mart with sustained visibility and residual demand.

Average Monthly Footfall by Period per store

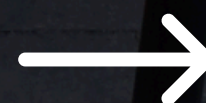


POP MART

Key Takeaways

The trends surrounding the product turned stores into destinations, attracting more visitors.

This wasn't just hype, it helped Pop Mart build a loyal audience that kept coming back even after the craze died down.



Make Smarter Location Decisions

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