



## Sanrio Opens Voting for the 2026 Sanrio Character Ranking

### Can Pompompurin Win for a Second Consecutive Year in His 30th Anniversary Year?

**TOKYO, April 9, 2026** – Sanrio Co., Ltd. (Sanrio) today announced the start of the 2026 Sanrio character ranking, with voting commencing from today.

The Sanrio character ranking is an annual fan voting event featuring Sanrio characters. It was first introduced in 1986 in The Strawberry News, Sanrio’s own monthly publication that provides fans with the latest information on characters and merchandise.

This year’s ranking features 90 characters selected from more than 450 Sanrio characters. Final results will be announced on June 28 via the official website.

This year’s theme is “You All Try! We All Cheer! Smiling Ovation!” Inspired by a standing ovation, it celebrates every character and brings fans together with smiles.

The key visual depicts Sanrio characters dressed in cheerleading outfits, energetically cheering with pom-poms and megaphones, embodying the spirit of the event.

Title: [2026 Sanrio character ranking](#)

Schedule: Voting Period: April 9 – May 24  
Initial Results (Top 10): April 14  
Interim Results (Top 20): May 12  
Final Results (Ranks 1–90): June 28

\*All times are JST.

\*\*Please note that announcement times are subject to change.



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### Special Messages from the Top 5 Characters of the 2025 Sanrio character ranking!



**Pompompurin**  
Ranked 1st Last Year

“It’s my 30th anniversary year, and I want to enjoy and celebrate it even more with everyone—so let’s all do our best together!”



**Cinnamoroll**  
Ranked 2nd Last Year

“Your support gives me a gentle push forward! I’ll keep having fun and giving it my all again this year ♪”



**Pochacco**  
Ranked 3rd Last Year

“Thank you always for your support! Let’s take it easy and enjoy every moment together ♪”



**Kuromi**  
Ranked 4th Last Year

“I’m doing things my way again this year, so you do things your way and have fun! Just try to keep up with me★”



**Hello Kitty**  
Ranked 5th Last Year

“Thanks so much for all your support last year. I’d be really happy if you could enjoy this year together with me ♪”

# 2026 Sanrio character ranking Features 90 Character Entries



## For Reference- Final Results of the 2025 Sanrio character ranking

Total number of votes: 63,166,096 (highest total in the event's history)

Voting period: April 10 – May 25, 2025

## 2025 Final Ranking Results

	Character Name	Number of votes	Interim#	Initial#	Prev.#
1	Pompompurin	5,613,659	1	1	4
2	Cinnamoroll	5,427,983	2	2	1
3	Pochacco	3,935,101	3	3	2
4	KUROMI	3,652,492	4	4	3
5	Hello Kitty	3,349,642	5	5	5
6	My Melody	2,547,302	6	6	6
7	Little Twin Stars	2,282,015	8	9	10
8	Hangyodon	2,243,702	7	7	8
9	Tuxedosam	2,082,914	11	10	9
10	AHIRUNOPEKKLE	2,032,405	10	-	11
11	BAD BADTZ-MARU	1,852,644	12	-	13
12	HANAMARUOBAKE	1,846,850	9	8	14
13	Cogimyun	1,833,994	13	-	12
14	Kerokerokeroppi	1,809,818	14	-	7
15	WISH ME MELL	1,381,009	15	-	15
16	GUDETAMA	1,178,855	18	-	16
17	U · SA · HA · NA	1,131,720	16	-	20
18	MY SWEET PIANO	1,070,050	17	-	17
19	GAOPOWERROO	809,533	19	-	21
20	COROCOROKURIRIN	807,839	-	-	19
⋮					
40	Tiny chum	-	-	-	40

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