



Sanrio Launches New Brand “Sanrio Games” to Roll out Self-published Game Titles

Console game “Sanrio Party Land” set for worldwide simultaneous release in fall 2026 as the first title

Official Sanrio Games site: <https://www.sanrio-games.jp/en-us/>

Tokyo, April 21, 2026 – Sanrio Co., Ltd. announced the launch of a new game brand, “Sanrio Games,” under its self-publishing game initiative. The first title, a party game for Nintendo Switch/Nintendo Switch 2 titled “Sanrio Party Land” (Title for Japan; overseas title to be announced), is set for a simultaneous global release in fall 2026. Sanrio plans to release approximately 10 titles from Sanrio Games over the next three years as a new touchpoint connecting its character IP with fans around the world.

Inspired by the company’s vision “One World, Connecting Smiles.,” Sanrio aims to create its own unique, integrated, experience-based value by linking games with existing assets such as merchandise and theme parks, rather than treating them as standalone entertainment.



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Background of the game brand launch

Guided by its philosophy of “*Minna Nakayoku*” (Getting Along Together), Sanrio has created more than 450 IPs, including Hello Kitty. In May 2025, the company announced its 10-year long-term vision, “Lighting the Way to Bring Smiles to All,” positioning itself for evolution into a “Global IP Platform Provider.” One of the core pillars supporting this vision is its game business.

The global game market reached ¥31 trillion in 2024,* reflecting its position as a highly engaging form of entertainment. To date, numerous game titles featuring Sanrio characters have been released globally through licensing agreements, and Sanrio will continue to expand these licensing initiatives. At the same time, as a new touchpoint to connect directly with customers worldwide through the IPs it develops, Sanrio will launch a game brand under its own publishing initiative to further expand its entertainment offerings.

Value proposition of Sanrio Games

Sanrio will enter the global game market under the Sanrio Games brand, taking the lead in planning and development. By creating new ways for users to experience Sanrio, the company aims to further enhance recognition and affinity for its existing characters, promote new characters, and deepen customer engagement.

Through the self-published scheme, Sanrio will strategically design a combination of initiatives, including the development of games utilizing a wide range of Sanrio characters, the design of gameplay experiences that deeply reflect each character's world, and the development of games across diverse genres. The company will also explore the development of new IP originating from games, further expanding the Sanrio IP universe with games at the core.

In addition, by linking games with Sanrio's existing assets, including its membership service *Sanrio+*, retail shops, and theme parks, the company will introduce new services that connect the physical and digital worlds. Through this, Sanrio will expand its business portfolio, build a foundation for sustainable growth, and create value through new entertainment experiences.

Future business plans

In May 2024, Sanrio announced in its mid-term management plan that it would invest in games in-house and develop multiple titles. Since then, the company has actively recruited specialized talent, built collaborative frameworks with proven partners, and established investment discipline. Currently, several titles are in pre-production and full development. In addition to the first title in fall 2026, the second title is also slated for release by the end of March 2027. Over the next three years, through March 2029, Sanrio plans to release approximately 10 titles, with details and release timing to be announced in stages.

Fall 2026 global release of the first title, Sanrio Party Land

The first title from Sanrio Games, Sanrio Party Land (Title for Japan; overseas title to be announced), will be released in fall 2026 as a console game. This title is a party game for Nintendo Switch/Nintendo Switch 2. Set in a town featuring many Sanrio characters, players can create their own original avatars and enjoy mini-games and board games together with the characters. The game is planned for a simultaneous global release. Further details on game content and the release date will be announced going forward.



Message from President and Chief Executive Officer Tomokuni Tsuji

Guided by our philosophy of “*Minna Nakayoku*” (Getting Along Together), Sanrio has brought smiles to people around the world through more than 450 original characters. To date, we have expanded our entertainment business through merchandise, licensing, theme parks and more. We will open up a new path with the launch of our self-produced game brand Sanrio Games. By creating new opportunities for fans and partners worldwide to engage with Sanrio IP through games as a new entry point, we will enhance our corporate value as a global IP platform provider and deliver smiles to even more people.

Message from Managing Executive Officer Kosuke Hamasaki

Since announcing our own investment in the game business in May 2024, we have been strengthening our organization, partnerships, and investment discipline. We are very pleased to announce today the launch of our game brand and its first title. By continuing to offer titles across a variety of genres and linking them with Sanrio’s other assets, we will further expand our IP and establish an earnings foundation over the medium to long term. Going forward, we will deliver game-based entertainment unique to Sanrio to customers around the world through both self-published and licensed titles.

Release of the Sanrio Games promotional video

Sanrio has released a promotional video that showcases the world of Sanrio Games. It illustrates the company’s vision of using games as a new entry point to increase opportunities for people around the world to engage with Sanrio characters and services, creating as many smiles as possible and extending the circle of happiness even further afield.



Sanrio Games Official X : https://x.com/SanrioGames_GL

Sanrio Games Official YouTube : https://www.youtube.com/@SanrioGames_Global

*Source: *Famitsu Game Hakusho 2025* (annual games industry report)