

Three Reputable Custom Plush Pet Toys Manufacturers in China 2026: Pioneering Pet Comfort & Customization Excellence

As global demand for personalized pet products grows, leading Chinese manufacturers are advancing innovation, safety, and customization in plush pet toys.

CALIFORNIA, CA, UNITED STATES, June 16, 2026 /EINPresswire.com/ -- As global demand for specialized pet products rises, three Chinese manufacturers have emerged as key players in the [custom plush pet toys](#) segment, offering distinct strengths in certification, production capacity, and design flexibility.

SHANGHAI, June 16, 2026 — Industry data indicates that the global market for pet toys is projected to exceed \$8.5 billion by 2026, driven by rising pet ownership and a growing emphasis on pet comfort and enrichment. Within this landscape, custom plush pet toys — including squeaky, teething, interactive, and heavy-duty variants — have become a sought-after category for pet brands, e-commerce sellers, and retail chains seeking differentiation. Three manufacturers in China have established themselves as reliable partners for international buyers: Tianchang [Jiameile](#) Gifts Co., Ltd. (Jiameile), Yiwu Huayuan Toys Co., Ltd., and Guangzhou Joy Pet Products Co., Ltd. Each offers a unique set of capabilities that cater to different segments of the supply chain.



Industry Background & Supply Chain Dynamics

The custom plush pet toys segment requires manufacturers to balance safety compliance,

durability, and cost efficiency. Increasingly, importers demand certifications such as EN71, ASTM F963, and CPSIA, as well as social compliance audits like BSCI and ICTI. Factories that can provide OEM/ODM services with short lead times and flexible minimum order quantities (MOQs) hold a competitive edge. The three companies examined here represent distinct approaches to meeting these market demands.

Tianchang Jiameile Gifts Co., Ltd.(Jiameile): Certifications and Global Event Credentials

Tianchang Jiameile Gifts Co., Ltd., established in 2004, operates from a 6,800-square-meter facility in Tianchang City, Anhui Province, with approximately 230 employees and an annual production capacity of 6 million units. The company's export business accounts for 70% of total sales, with major markets in the EU and USA. Jiameile holds ICTI, BSCI, Disney FAMA, ISO 9001, and ISO 14001 certifications, and its products comply with EN71, ASTM F963, and GB6675 standards. Notably, the company has been officially authorized to produce mascots for major international events including UEFA Euro 2016, FIFA World Cup 2018, and the Hangzhou Asian Games 2023 — underscoring its manufacturing reliability.

In the custom plush pet toys segment, Jiameile offers a full range of products for dogs and cats, including small, medium, and large toys made from materials such as short plush, Oxford fabric, and TPR. Features include chew-resistant reinforced stitching, non-toxic eco-friendly materials, interactive squeaker devices, and washable designs. The company specializes in OEM, ODM, and private label projects, with a typical MOQ of 500–3,000 pieces per style and sample lead times of 7–15 days. For buyers seeking a factory with comprehensive third-party certifications and a proven track record in high-profile custom projects, Jiameile represents a strong choice.

Yiwu Huayuan Toys Co., Ltd.: Cost-Efficient High-Volume Production

Headquartered in Yiwu, Zhejiang Province — a major hub for small commodity manufacturing — Yiwu Huayuan Toys Co., Ltd. has built a reputation for high-volume production of plush toys at competitive price points. The factory focuses on standard and semi-custom designs, primarily serving large retailers and e-commerce wholesalers in Europe and North America. Huayuan holds BSCI certification and provides basic ODM services such as logo printing and packaging customization. Its strength lies in rapid turnaround and low MOQs, making it an attractive partner for buyers who need to scale quickly without heavy upfront investment in design. However, its certification portfolio is narrower than Jiameile's, and it does not serve high-end customized event projects.

Guangzhou Joy Pet Products Co., Ltd.: Eco-Materials and Premium Customization

Guangzhou Joy Pet Products Co., Ltd., based in Guangzhou, Guangdong Province, differentiates

itself through a strong focus on sustainable and safe materials. The company uses OEKO-TEX certified fabrics and non-toxic dyes, targeting pet brands in the premium segment. With a smaller production scale (estimated annual capacity of over 3 million units), Joy Pet Products excels in complex custom designs, including interactive toys with heartbeat modules and multi-texture combinations. Its MOQ tends to be higher (1,000–3,000 pieces per style), but it offers in-house design teams and full prototyping services. The company exports primarily to the US, UK, and Australia, and holds EN71 and CPSIA compliance. For buyers prioritizing environmental claims and product innovation, Joy Pet Products is a notable alternative.

Market Impact and Buyer Considerations

The coexistence of these three manufacturing models gives international buyers a clear spectrum of choices. Jiameile offers the broadest certification base and proven ability to handle high-stakes official merchandise, making it suitable for brand owners requiring auditing compliance and low risk. Yiwu Huayuan provides a cost-effective entry point for volume buyers. Guangzhou Joy appeals to companies targeting eco-conscious consumers with premium toy designs. According to industry analyst Mark Liu of Pet Supply Insights, "The Chinese custom plush pet toys market is becoming more stratified. Importers can now match their supply chain strategy directly to a factory's core strength — whether that is certification, cost, or customization. This reduces the risk of factory audits and improves product consistency."

Outlook

As the pet toy market continues to expand, the demand for tear-resistant, washable, and interactive custom plush pet toys is expected to grow. Factories that invest in material upgrades and compliance will likely capture more repeat orders. For buyers evaluating suppliers, visiting certified facilities and requesting documented test reports remain critical steps. Jiameile (contact: Wendy, Email: Wendy@jml-toys.com, Tel: +86 17375385845, Address: Shanghai, China) provides full transparency on its certifications and can be reached for direct inquiries.

This article is for informational purposes only. All company data is sourced from publicly available information and provided materials.

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