

What Takara Tomy Needs if They Make Beyblade X a Sport

Beyblade

Beyblade is fun. Let's admit it. If you've never played before, it isn't difficult to get into. Pick a top, say "3 2 1 Let It Rip!", and hope your top is the last one spinning in the stadium. However in more recent years, there is a little more depth into doing well with Beyblade.

The brand has been around since 1999. In the time until now, there have been three previous generations. The first two saw pretty universal quality amongst international releases. The third was different. Released varied in quality between manufacturers. Historically, Takara Tomy supplies Beyblade to Asian markets, while Hasbro handles American and European releases.

The Problem with Hasbro

Hasbro did well during the first two generations. However when it came to the previous third generation, Beyblade Burst, there was a lot of difference. Tops and parts for Beyblades featured in the show looked different. Sometimes they had the wrong parts. Colors were varied amongst releases. This is fairly standard for Hasbro. However it becomes a little odd when the toys don't look the same as their counterparts in the show. Sure, certain releases have special colors to make them stand out. But naturally the basic releases should look the same as the show.

Cost Cutting

One of the biggest atrocities Hasbro would commit stems back as far as their early releases for Beyblade Metal Fury. In that season, Beyblades had parts that could change modes. Hasbro released these Beyblades without the mode change ability. This was later rectified after no interest in their other marketing campaigns not featuring mode changes. Quality overall in play between Takara Tomy and Hasbro has also been notably different. Hasbro Beyblades are cheaper and less durable. In the Burst era, Hasbro famously omitted gimmicks and features of the Beyblades to cut costs. This affected the show in return. Scenes were cropped or cut to fit Hasbro's cheaper products.

Takara Tomy's Plan

With Beyblade X seeing a large amount of popularity, the question then arises. Will Hasbro continue making garbage products for this new generation? I am ecstatic to say very likely not. According to [Takara Tomy themselves](#), it sounds like they will be expanding into the US to provide their products, including Beyblade, worldwide.

- "In order to further enhance our own intellectual property "BEYBLADE" (which has strong global brand power), we plan to launch this series by the end of fiscal 2023, starting with Taiwan, Hong Kong, South Korea, and other Asian countries, and then expand to other countries around the world. T-Licensing Inc, located in New York, USA is slated to start its operation by the end of this fiscal year, dedicated to licensing and brand promotion in Americas and European regions. It will provide BEYBLADE and other "asobi" products to the world"

Establishing a company in New York to handle US and European licensing and brand promotion can mean a lot of things. However, considering how popular Takara Tomy products are worldwide, not exclusive to Beyblade, it could mean Takara Tomy will be universally releasing

Beyblade X themselves to its profitable markets outside of Asia. This doesn't mean Hasbro is out. But we might see the quality even out for the first time.

The Future of Beyblade

At the end of the day, Beyblade X has in just a few months managed to spread like wildfire, with products being ordered worldwide via the internet. Takara Tomy has stated that Beyblade X is a sport. If they are to truly make this happen, the quality control must be consistent across every market. With T-Licensing Inc. being created for US and European brand promotion, it's looking as if that is their plan. Only time will tell if the Beyblade meta will continue to revolve around the difference between Hasbro and Takara Tomy.