

# Global Movie Merchandise Market Size, Manufacturers, Growth Analysis Industry Forecast to 2030

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## Abstracts

### Summary

This report studies the Movie Merchandise market. Movie merchandise includes licensed merchandise with characters and properties from feature films. The merchandise industry involves merchandise manufacturers buying licenses from film or TV production houses.

Movie Merchandise refer to the products developed based on characters, scenes, props and logos in movies, including the image of the mandate, toys, clothing, jewelry, video and audio products, games, books, daily necessities and theme parks. As far as its extension is concerned, there are two types of understanding: narrow and broad. Narrow derivatives usually refer to licensed merchandise, which is a commodity jointly developed with other commercial organizations based on the copyright of the film. Broadly derivatives refer to all non-cinema film-related products derived from the film's copyright.

The product range in this report refers only to narrow derivatives, for example, Apparel, Toys, Home decor (sofa, furniture, clocks, drinkware, lunchbox, etc.), Accessories (watch case, watch ring, Jewelry, sunglasses, etc.) and others (cell phones, earphones and other electronic products).

According to APO Research, The global Movie Merchandise market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

North American market for Movie Merchandise is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

Asia-Pacific market for Movie Merchandise is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

The China market for Movie Merchandise is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

Europe market for Movie Merchandise is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

The major global manufacturers of Movie Merchandise include Sony Picture, Paramount Pictures, Warner Bros, Huayi Brothers, Enlight Media, Lionsgate Films, NBC Universal, Nickelodeon and TOEI COMPANY, etc. In 2023, the world's top three vendors accounted for approximately % of the revenue.

This report presents an overview of global market for Movie Merchandise, sales, revenue and price. Analyses of the global market trends, with historic market revenue or sales data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Movie Merchandise, also provides the sales of main regions and countries. Of the upcoming market potential for Movie Merchandise, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Movie Merchandise sales, revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Movie Merchandise market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, sales, revenue, and price, from 2019 to 2030. Evaluation and forecast the market size for Movie Merchandise sales, projected growth trends, production technology, application and end-user industry.

#### Movie Merchandise segment by Company

Sony Picture

Paramount Pictures

Warner Bros

Huayi Brothers

Enlight Media

Lionsgate Films

NBC Universal

Nickelodeon

TOEI COMPANY

Alpha Group

The Walt Disney Company

Twentieth Century Fox

Toho Company

#### Movie Merchandise segment by Type

Apparel

Home Decor

Toys

Accessories

Others

### Movie Merchandise segment by End Users

Men

Women

Youth

### Movie Merchandise segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Study Objectives

1. To analyze and research the global Movie Merchandise status and future forecast,

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involving, sales, revenue, growth rate (CAGR), market share, historical and forecast.

2. To present the key manufacturers, sales, revenue, market share, and Recent Developments.

3. To split the breakdown data by regions, type, manufacturers, and Application.

4. To analyze the global and key regions Movie Merchandise market potential and advantage, opportunity and challenge, restraints, and risks.

5. To identify Movie Merchandise significant trends, drivers, influence factors in global and regions.

6. To analyze Movie Merchandise competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

### Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Movie Merchandise market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

2. This report will help stakeholders to understand the global industry status and trends of Movie Merchandise and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in sales and value), competitor ecosystem, new product development, expansion, and acquisition.

4. This report stays updated with novel technology integration, features, and the latest developments in the market.

5. This report helps stakeholders to gain insights into which regions to target globally.

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Movie Merchandise.

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Chapter Outline

Chapter 1: Provides an overview of the Movie Merchandise market, including product definition, global market growth prospects, sales value, sales volume, and average price forecasts (2019-2030).

Chapter 2: Analysis key trends, drivers, challenges, and opportunities within the global Movie Merchandise industry.

Chapter 3: Detailed analysis of Movie Merchandise manufacturers competitive landscape, price, sales and revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6: Sales and value of Movie Merchandise in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space, and market size of each country in the world.

Chapter 7: Sales and value of Movie Merchandise in country level. It provides sigma data by type, and by application for each country/region.

Chapter 8: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Concluding Insights.



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