

US Licensed Sports Merchandise Market: Trends, Opportunities and Forecasts (2016-2021) (By Segment - Sports Apparel, Sports Footwear, Sports Equipment -Videogames, Sporting goods and Toys; By Leagues – NFL, NBA, MLB, NHL; By Key Players – Competitive Landscape)

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Abstracts

Executive Summary

Licensed Sports Merchandise Market in US is seeing rapid expansion amidst increasing popularity of leagues and their TV Viewership which has resulted in the increase in retail sales of licensed sports based categories.

US Licensed Sports Merchandise Market has been growing at a moderate rate over the last five years with growth being majorly driven by increasing popularity of leagues , increasing TV deal /partnerships of major professional leagues , surging demand for licensed sports apparel as well as licensed multimedia products (Videogames /Software) who are targeting the underserved market (Children’s segment) in sports licensing and have been propelling the growth in the US Licensed Sports Merchandise Market.

According to Azoth Analytics research report, “US Licensed Sports Merchandise Market: Trends, Opportunities and Forecasts (2016-2021) – (By Segment - Sports Apparel, Sports Footwear, Sports Equipment -Videogames, Sporting goods and Toys; By Leagues – NFL, NBA, MLB, NHL; By Key Players – Competitive Landscape)”, the market is dominated by professional sports leagues and increasing demand and fascination of consumers towards licensed sports goods as well as the increase in

popularity of leagues across US which make up for a considerable share on the heels of Increasing adoption of licensed sports apparel for their favourite team and player . Among the segments, sports Apparel have the highest growth rate while among the sporting equipment, videogames/software are expected to grow at a faster rate as compared to sporting goods & toys and games. The market is ripe for swift expansion with key players of the industry licensee include VF Corporation , Adidas – Reebok , Nike , G-III Apparel & Jarden Corporation.

Scope of the Report

“US Licensed Sports Merchandise Market: Trends, Opportunities and Forecasts (2016-2021) – (By Segment - Sports Apparel, Sports Footwear, Sports Equipment -Videogames, Sporting goods and Toys; By Leagues – NFL, NBA, MLB, NHL; By Key Players – Competitive Landscape)” analyses the following aspects:

US Licensed Sports Merchandise Market Size & Forecast (By Value)

Market Segmentation - Licensed Sports Apparel , Footwear & Equipment

Executive Summary – Market, Drivers & Challenges and Trends

Professional Sports League in US

Why You Should Buy This Report?

To gain an in-depth understanding of US Licensed Sports Merchandise Market

To identify the on-going trends and anticipated growth in the next five years

To help industry consultants align their market-centric strategies

To obtain research based business decision and add weight to presentations

To gain competitive knowledge of leading players

To avail limited customization in the report without any extra charges

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