

# Global Licensed Sports Merchandise Market Size study & Forecast, by Product (Sports Apparel, Sports Footwear, Toys and Games, Others), by Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029

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## Abstracts

Global Licensed Sports Merchandise Market is valued at approximately USD 31.92 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 4.90% over the forecast period 2022-2029. Various goods that have the endorsement of a sportsperson or a sports organisation are referred to as licenced sports merchandise. It comprises goods like sports equipment, games, clothing, shoes, and accessories for men, women, and children that come in a broad range of hues, variations, and sizes. The rising number of sports fans, along with increased urbanisation and the growth of the online retail sector, are some of the key reasons fueling the market's progress. The industry is also expanding as a result of a noticeable increase in the number of national and international sports leagues. Traditional retailing channels are constantly losing ground to online platforms that offer a wide range of products and a convenient shopping experience for real premium-quality goods at affordable prices. Additionally, female engagement in sports has broadened the market's reach.

For example, the Saudi Arabian Football Federation (SAFF) declared in November 2022 that the German sportswear firm Adidas would take over from Nike as the official kit supplier of Saudi Arabia's national soccer teams beginning in 2023. Adidas will serve as the SAFF's only provider of all training and game apparel through the year 2026, including for the men's, women's, and youth teams. Additionally, the expansion of sports leagues across the globe has boosted sales of officially approved gear. However, the high cost of Licensed Sports Merchandise stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Licensed Sports Merchandise Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. By 2029, North America has surpassed all other regions as the world's largest market. The increased participation in sports like baseball, basketball, and soccer, especially among college and university students, active lifestyles among the general public, and an increase in the adoption of health and fitness activities are all factors that contribute to market dominance and are likely to present new growth opportunities for market participants in the North American licenced sports merchandise industry. Due to a surge in the popularity of numerous international sports among teens and the increased adoption of cross-cultural fashion trends, Asia Pacific is anticipated to experience the fastest growth in the CAGR during the forecast period.

Major market players included in this report are:

VF Corporation

Nike, Inc.

Adidas AG

Puma SE

Under Armour, Inc.

Hanesbrands Inc.

DICK'S Sporting Goods Inc.

Sports Direct International plc,

G-III Apparel Group, Ltd.

Fanatics Inc.

Recent Developments in the Market:

Nike.Inc and the South Africa Rugby Union agreed to a six-year collaboration in September 2022. (SARU). The agreement covers the Rugby World Cups for men in 2023 and 2027, and the first new set of Springboks jerseys from Nike will be unveiled in July 2023.

Puma SE debuted its first specialised app in India in June 2022. Puma wanted to take advantage of the growing demand for branded athletic gear and clothing in India, so it released its app there before it was available elsewhere.

Global Licensed Sports Merchandise Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Distribution Channel, Region  
Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World  
Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product:**

Sports Apparel  
Sports Footwear  
Toys and Games  
Others

**By Distribution Channel:**

Online  
Offline

**By Region:**

North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific  
China

India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
RoLA  
Rest of the World

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