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Global Game IP Licensing Market Research Report 2026(Status and Outlook)

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Abstracts

Game IP (Intellectual Property) licensing refers to the legal agreements that allow third parties to use video game-related intellectual property, including characters, storylines, assets, and branding, in various media, products, and services. Licensing helps expand game franchises beyond their original platforms into new revenue streams.Market development summary:The game IP licensing market has shown a trend of sustained growth in recent years, mainly benefiting from the global expansion of the game industry, the rise of cross-border cooperation and the prosperity of the derivatives market. Game IP is not only limited to the game itself, but has penetrated into multiple fields such as film and television, animation, toys, clothing, novels, theme parks, etc., becoming an important part of the global entertainment industry.Regional analysis:The game IP licensing market shows a global development trend, but the main growth momentum comes from North America, Asia and Europe. The United States is the core of the global game IP licensing market and has many top game companies. Streaming media platforms such as Disney and Netflix are actively deploying game adaptation film and television projects. American consumers have a high acceptance of game IP peripheral products, especially the markets for trendy toys, clothing, and collectibles are active. Japan is a major IP licensing country in the world and has many well-known IPs. The Chinese market is growing rapidly, and giants such as Tencent and NetEase have expanded the game ecosystem through IP licensing, such as "Honor of Kings" and McDonald's, "Onmyoji" and luxury brands. South Korea's game IP licensing business revolves around "League of Legends" and "Dungeon and Warriors", covering e-sports, clothing, peripheral products, etc. The European market is dominated by e-sports and PC games. Theme parks and physical entertainment projects are developing rapidly, such as the combination of the Harry Potter theme park in the UK and game IP.Market competition analysis:At present, the game IP licensing market is highly competitive, mainly divided into different types of competitors such as large game companies, IP

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licensing platforms, derivative companies, and film and television companies.Market development opportunities:As the global game market size exceeds US$200 billion, the commercial value of popular game IPs continues to rise. In recent years, successful cases such as "The Last of Us" and "Super Mario Movie" have driven more game IPs to enter the film and television industry, driving market growth. Clothing, toys, food and other industries cooperate with game IPs, such as Nike and "Fortnite" joint products, Lego and "Minecraft" cooperative products. The rise of e-sports events and game live broadcast platforms has made IP licensing involve more areas, such as the sponsorship of the "League of Legends" global finals and the market for licensed derivatives. In 2024, the release of several popular game adaptations of film and television works is expected to further promote the growth of the IP licensing market. The application of game IP in virtual reality (VR), augmented reality (AR) and other fields will create more licensing opportunities.Market risks:The licensing of game IP involves complex legal issues, and copyright disputes may affect business operations. Excessive licensing may lead to market saturation and IP depreciation. The game market changes rapidly, and the life cycle of some IPs is short, making it difficult to make profits in the long term. Global economic fluctuations may reduce consumer demand for game IP-related products.Latest developments:Microsoft acquires Activision Blizzard (US$68.7 billion) - further expands the game IP library and improves the competitiveness of the IP licensing market. Sony invests in game IP adaptation film and television - plans to launch more game IP adaptation film and television works in 2024, such as "Ghost of Tsushima". Tencent deploys overseas IP licensing - expands IP licensing business by investing in game companies in Japan, Europe and the United States. Netflix continues to develop game IP - launch more game adaptation film and television works, and develop interactive game content.

The global Game IP Licensing market size was estimated at USD 83000.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.00% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Game IP Licensing market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current

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status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Game IP Licensing market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Game IP Licensing market.

Global Game IP Licensing Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Nintendo

Sony Interactive Entertainment

Microsoft

Tencent

Ubisoft

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Epic Games

Electronic Arts

Rockstar Games

Bandai Namco

CD Projekt Red

Tekken Series, etc.

SEGA Corporation

Games Workshop

Mob Entertainment

Market Segmentation (by Type)

Adaptation Licensing

Brand Use Licensing

Brand Agency Licensing

Market Segmentation (by Application)

Toys

Apparel

Entertainment & Media

Home Products

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Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Game IP Licensing Market

Overview of the regional outlook of the Game IP Licensing Market:

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Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Game IP Licensing Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to 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 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

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Chapter 9 shares the main producing countries of Game IP Licensing, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

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Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter’s five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

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