

Global Licensed Merchandise Market-Focus on Licensed Toys: Trends and Opportunities (2016-2020)

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Abstracts

Scope of the Report

The report titled “Global Licensed Merchandise Market-Focus on Licensed Toys: Trends and Opportunities (2016-2020)” analyzes the potential opportunities and significant trends in the global licensed merchandise retail market, with special focus on licensed toys. The report provides detailed analysis of the market size and segmentation of the industry with regional focus on major North American markets such as the United States and Canada and Asia Pacific region. The US is the birthplace of many international licenses and is the biggest licensed toys market globally. Europe is the second largest licensed toy region in the world. Asia Pacific is catching up by being home to seven out of the top 10 most heavily licensed traditional toys and markets globally.

The report also assesses the market share of the industry based on popular licensing categories like Character/Entertainment, Corporate Brand, Fashion, etc. Business profiles and analysis of the business strategies of the leading companies operating in the segment such as Disney Consumer Products, Inc., Warner Brothers Consumer Products, Inc. and Viacom Inc. are also included in the report.

Geographical Coverage

The US

Canada

Asia Pacific

Company Coverage

Disney Consumer Products, Inc.

Warner Brothers Consumer Products, Inc.

Viacom Inc.

Executive Summary

Licensing refers to the business arrangement allowing one company to permit another company to manufacture its products for a specified payment. There are practically no limits on merchandise that can be licensed. It can range from bed sheets to running shoes; clocks to rings; shower curtains to stuffed animals, etc. Character licensing accounted for major share of global licensed merchandise industry in recent years. Licensed character toys especially Hollywood Action Figures has been most dominant category driving sales. Licensing plays a vital role in driving sales and new product launches within toys industry overall.

Some of the factors driving sales of licensed toys and licensed merchandise market overall are high demand from emerging markets, rise in spending on toys by kids and release of blockbusters especially Hollywood movies. Major market constraints are toy safety, counterfeiting of toys and unfavorable structural trends in the market globally. Key trends prevailing in the market includes Sales of licensed toys dominated by Action figures, Advent of Drones and Self-driving cars and launch of Interactive Barbie Doll by Mattel.

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