

Global Brand Licensing Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Brand Licensing market size will reach 334,433 Million USD in 2025 and is projected to reach 449,055 Million USD by 2032, with a CAGR of 4.30% (2025-2032). Notably, the China Brand Licensing market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Brand licensing refers to a business arrangement where one company, known as the licensor, grants another company, known as the licensee, the right to use its brand name, logo, trademark, or other intellectual property for a specific product or service. It is a strategic partnership that allows the licensee to capitalize on the established brand recognition and reputation of the licensor to market and sell their products or services. In return, the licensor receives royalties or licensing fees from the licensee. Brand licensing enables companies to expand their brand presence into new markets or product categories without having to manufacture or develop the products themselves. It can be beneficial for both parties involved, as the licensee gains access to a trusted and recognizable brand, while the licensor can generate additional revenue streams and extend their brand reach. Successful brand licensing requires careful selection of partners, strong brand management, and maintaining brand integrity to ensure a consistent customer experience across licensed products.

The major global suppliers of Brand Licensing include The Walt Disney Company,

Dotdash Meredith, Authentic Brands Group, Warner Bros. Consumer Products (WarnerMedia), Universal Brand Development (NBC Universal), PVH Corp., Hasbro, The Pok?mon Company International, Mattel, Bluestar Alliance, WHP Global, Paramount Consumer Products (Paramount Global), General Motors, Electrolux, Stanley Black & Decker, Sanrio, Iconix Brand Group, Procter & Gamble, BBC Studios, Kathy Ireland Worldwide, Caterpillar, Ferrari, Whirlpool Corporation, Major League Baseball, NFL Players Association, National Football League, Ford Motor Company, Rainbow, Toei Animation, The Hershey Company, National Basketball Association, Sunkist Growers, PGA Tour, WWE, Ralph Lauren, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Brand Licensing. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Brand Licensing market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Brand Licensing market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Brand Licensing industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public

information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Brand Licensing Include:

The Walt Disney Company

Dotdash Meredith

Authentic Brands Group

Warner Bros. Consumer Products (WarnerMedia)

Universal Brand Development (NBC Universal)

PVH Corp.

Hasbro

The Pok?mon Company International

Mattel

Bluestar Alliance

WHP Global

Paramount Consumer Products (Paramount Global)

General Motors

Electrolux

Stanley Black & Decker

Sanrio

Iconix Brand Group

Procter & Gamble

BBC Studios

Kathy Ireland Worldwide

Caterpillar

Ferrari

Whirlpool Corporation

Major League Baseball

NFL Players Association

National Football League

Ford Motor Company

Rainbow

Toei Animation

The Hershey Company

National Basketball Association

Sunkist Growers

PGA Tour

WWE

Ralph Lauren

Brand Licensing Product Segment Include:

Apparels

Toys

Accessories

Home Decoration

Software/Video Games

Food and Beverage

Others

Brand Licensing Product Application Include:

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

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