

Global Licensed Entertainment and Character Merchandise Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Licensed Entertainment and Character Merchandise market size will reach 201,187 Million USD in 2025 and is projected to reach 321,796 Million USD by 2032, with a CAGR of 6.94% (2025-2032). Notably, the China Licensed Entertainment and Character Merchandise 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

Licensed entertainment and character merchandise refers to a broad category of products that feature characters, logos, or imagery from popular entertainment franchises, such as movies, TV shows, comics, video games, and cartoons. These products are officially authorized by the intellectual property owners and typically include a wide variety of items, such as clothing, toys, posters, accessories, and home decor, all designed to reflect beloved characters and themes. The licensing process ensures that the merchandise adheres to quality standards and generates revenue for both the creators of the entertainment content and the manufacturers. Fans often purchase these items to express their passion for their favorite characters and to connect more deeply with the stories and worlds they love.

The major global suppliers of Licensed Entertainment and Character Merchandise include The Walt Disney Company, Meredith Corporation, PVH Corp, Iconix Brand Group, Authentic Brands Group, Universal Brand Development, Nickelodeon, Major

League Baseball, IMG College (Collegiate Licensing Company), Sanrio, Sequential Brands Group, Westinghouse, Hasbro, FOXA, 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 Licensed Entertainment and Character Merchandise. 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 Licensed Entertainment and Character Merchandise 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 Licensed Entertainment and Character Merchandise 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 Licensed Entertainment and Character Merchandise 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 Licensed Entertainment and Character Merchandise Include:

The Walt Disney Company

Meredith Corporation

PVH Corp

Iconix Brand Group

Authentic Brands Group

Universal Brand Development

Nickelodeon

Major League Baseball

IMG College (Collegiate Licensing Company)

Sanrio

Sequential Brands Group

Westinghouse

Hasbro

FOXA

Licensed Entertainment and Character Merchandise Product Segment Include:

Licensed Apparel

Accessories

Publishing

Paper Products

Food and Beverage

Others

Licensed Entertainment and Character Merchandise Product Application Include:

Under 12 Years Old

12-22 Years Old

Over 22 Years Old

Chapter Scope

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