

Global Licensed 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 Merchandise market size will reach 346,678 Million USD in 2025 and is projected to reach 473,363 Million USD by 2032, with a CAGR of 4.55% (2025-2032). Notably, the China Licensed 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 merchandise refers to products that bear the branding, logos, characters, or intellectual property of a specific brand, franchise, sports team, celebrity, or other licensed entity. These products are officially authorized and approved by the rights holder, typically through licensing agreements. Licensed merchandise spans a wide range of categories, including clothing, accessories, toys, collectibles, home decor, games, and more. It allows fans and consumers to show their support, loyalty, or affiliation with a particular brand or intellectual property. Licensed merchandise is often sought after by fans and collectors who want to express their admiration for a specific brand or franchise, and it serves as a way for the licensing entity to expand its reach, generate revenue, and strengthen its brand presence in the market. The popularity and demand for licensed merchandise have led to a robust industry with a vast array of products available for fans and consumers to enjoy.

The major global suppliers of Licensed Merchandise include The Walt Disney Company, Meredith Corporation, PVH Corp, Iconix Brand Group, Authentic Brands

Group, Universal Brand Development, Nickelodeon?ViacomCBS?, Major League Baseball, Learfield IMG College, Sanrio, Sequential Brands Group, Hasbro, General Motors, National Basketball Association, Electrolux, National Football League, WarnerMedia, The Pok?mon Company International, Procter & Gamble, Ferrari, Ralph Lauren, Mattel, Ford Motor Company, BBC Worldwide, Stanley Black & Decker, The Hershey Company, PGA Tour, National Hockey League, Sunkist Growers, WWE, 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 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 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 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 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 Merchandise Include:

The Walt Disney Company

Meredith Corporation

PVH Corp

Iconix Brand Group

Authentic Brands Group

Universal Brand Development

Nickelodeon?ViacomCBS?

Major League Baseball

Learfield IMG College

Sanrio

Sequential Brands Group

Hasbro

General Motors

National Basketball Association

Electrolux

National Football League

WarnerMedia

The Pok?mon Company International

Procter & Gamble

Ferrari

Ralph Lauren

Mattel

Ford Motor Company

BBC Worldwide

Stanley Black & Decker

The Hershey Company

PGA Tour

National Hockey League

Sunkist Growers

WWE

Licensed Merchandise Product Segment Include:

Apparels

Toys

Accessories

Home Decoration

Software/Video Games

Food and Beverage

Others

Licensed Merchandise Product Application Include:

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

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