

# Licensing: Billion Dollar Character Franchises

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## Abstracts

The astonishing popularity of Frozen clearly proved that there is still scope for new properties and expansion of existing franchises. While Disney dominates the licensing world with its 11 worldwide famous licences each selling more than US\$1 billion of branded products, there are also other properties that have been expanding their reach globally. Looking beyond the most licensed-and obvious-categories may potentially help businesses to secure a billion-plus dollar status for their franchise...

Euromonitor International's Licensing: Billion Dollar Character Franchises global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

**Product coverage:** Traditional Toys and Games, Video Games.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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In Pursuit of the Next Billion-Plus Dollar Franchise

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