

# Global Anime and Cartoon Character Licensing Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G39246883F83EN.html>

Date: May 2026

Pages: 139

Price: US\$ 4,480.00 (Single User License)

ID: G39246883F83EN

## Abstracts

The global Anime and Cartoon Character Licensing market size is expected to reach \$ 96345 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

Anime and Cartoon Character Licensing refers to the commercial authorization granted by intellectual property (IP) owners to third parties to use animated or illustrated characters from anime, cartoons, comics, or digital media on products, services, or promotional materials, typically involving royalty-based agreements that enable monetization across merchandising, media distribution, branding collaborations, and experiential marketing while protecting intellectual property rights.

Globally, ongoing and planned projects in anime and cartoon character licensing include expansion of character-based theme parks and immersive attractions, development of cross-media franchises spanning films, streaming series, and video games, creation of virtual influencers and metaverse-based character ecosystems, strategic collaborations between animation studios and global consumer brands, localization initiatives to expand popular characters into new regional markets, and investments in digital collectibles such as NFTs and interactive content platforms, all aimed at maximizing intellectual property value, increasing fan engagement, and building long-term revenue streams through diversified licensing and brand extension strategies.

2025 Global Market Average Gross Profit Margin: 55%.

The anime and cartoon character licensing market has evolved into a highly dynamic and lucrative segment of the global entertainment and consumer goods industry, driven by the growing monetization of intellectual property across multiple platforms. The

proliferation of streaming services, global distribution channels, and digital media has significantly expanded the reach of animated content, enabling characters to gain international popularity and creating strong demand for licensing opportunities. Franchises originating from Japan, the United States, and increasingly China and South Korea are fueling market expansion, with cross-border collaborations becoming more common.

Regionally, Asia-Pacific dominates the market due to the global influence of Japanese anime and the rapid growth of China's domestic animation industry, while North America remains a major hub for cartoon-based intellectual property and licensing innovation. Europe also plays a significant role, particularly in publishing and merchandising. Emerging markets in Latin America, Southeast Asia, and the Middle East present strong growth potential due to rising disposable incomes, expanding youth populations, and increasing access to digital content.

Opportunities in the market are closely linked to digital transformation, including the rise of mobile gaming, virtual reality, and metaverse platforms, which provide new avenues for character monetization. However, risks include intellectual property infringement, market saturation of popular characters, and dependence on the success of original content. Fluctuations in consumer preferences and cultural differences across regions can also impact licensing performance.

Key trends include the integration of characters into interactive and immersive experiences, the growth of direct-to-consumer merchandising through e-commerce, and the increasing importance of data-driven licensing strategies. Competitive dynamics are characterized by a mix of major entertainment conglomerates, independent studios, and specialized licensing agencies, with competition focused on the strength of intellectual property portfolios, global brand recognition, and the ability to execute cross-platform strategies. Strategic partnerships, franchise development, and continuous content creation are critical for sustaining long-term competitiveness in this highly creative and rapidly evolving market.

This report studies the global Anime and Cartoon Character Licensing demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Anime and Cartoon Character Licensing, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Anime and Cartoon

Character Licensing that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Anime and Cartoon Character Licensing total market, 2021-2032, (USD Million)

Global Anime and Cartoon Character Licensing total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Anime and Cartoon Character Licensing total market, key domestic companies, and share, (USD Million)

Global Anime and Cartoon Character Licensing revenue by player, revenue and market share 2021-2026, (USD Million)

Global Anime and Cartoon Character Licensing total market by Type, CAGR, 2021-2032, (USD Million)

Global Anime and Cartoon Character Licensing total market by Merchandise Types, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Anime and Cartoon Character Licensing market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include The Walt Disney Company, Hasbro, Warner Bros. Discovery, The Pok?mon Company, Paramount, NBCUniversal, Toei Animation, WildBrain, Sony Interactive Entertainment, Toho, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Anime and Cartoon Character Licensing market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Merchandise Types. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Anime and Cartoon Character Licensing Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Anime and Cartoon Character Licensing Market, Segmentation by Type:

Anime Character Licensing

Cartoon Character Licensing

Global Anime and Cartoon Character Licensing Market, Segmentation by Licensing Type:

Exclusive Licensing

Non-Exclusive Licensing

Global Anime and Cartoon Character Licensing Market, Segmentation by Contract Structure:

Royalty-Based Licensing

Fixed Fee Licensing

Revenue Sharing Licensing

## Hybrid Licensing Model

Global Anime and Cartoon Character Licensing Market, Segmentation by Merchandise Types:

Toys

Apparel

Entertainment & Media

Home Products

Others

Companies Profiled:

The Walt Disney Company

Hasbro

Warner Bros. Discovery

The Pok?mon Company

Paramount

NBCUniversal

Toei Animation

WildBrain

Sony Interactive Entertainment

Toho

Alpha Group

Moomin Characters

Mattel

Sanrio

Jazwares

Spin Master

#### Key Questions Answered

1. How big is the global Anime and Cartoon Character Licensing market?
2. What is the demand of the global Anime and Cartoon Character Licensing market?
3. What is the year over year growth of the global Anime and Cartoon Character Licensing market?
4. What is the total value of the global Anime and Cartoon Character Licensing market?
5. Who are the Major Players in the global Anime and Cartoon Character Licensing market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Anime and Cartoon Character Licensing Introduction
- 1.2 World Anime and Cartoon Character Licensing Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Anime and Cartoon Character Licensing Total Market by Region (by Headquarter Location)
  - 1.3.1 World Anime and Cartoon Character Licensing Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Anime and Cartoon Character Licensing Revenue (2021-2032)
  - 1.3.3 China Based Company Anime and Cartoon Character Licensing Revenue (2021-2032)
  - 1.3.4 Europe Based Company Anime and Cartoon Character Licensing Revenue (2021-2032)
  - 1.3.5 Japan Based Company Anime and Cartoon Character Licensing Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Anime and Cartoon Character Licensing Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Anime and Cartoon Character Licensing Revenue (2021-2032)
  - 1.3.8 India Based Company Anime and Cartoon Character Licensing Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Anime and Cartoon Character Licensing Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Anime and Cartoon Character Licensing Consumption Value (2021-2032)
- 2.2 World Anime and Cartoon Character Licensing Consumption Value by Region
  - 2.2.1 World Anime and Cartoon Character Licensing Consumption Value by Region (2021-2026)
  - 2.2.2 World Anime and Cartoon Character Licensing Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Anime and Cartoon Character Licensing Consumption Value

(2021-2032)

2.4 China Anime and Cartoon Character Licensing Consumption Value (2021-2032)

2.5 Europe Anime and Cartoon Character Licensing Consumption Value (2021-2032)

2.6 Japan Anime and Cartoon Character Licensing Consumption Value (2021-2032)

2.7 South Korea Anime and Cartoon Character Licensing Consumption Value  
(2021-2032)

2.8 ASEAN Anime and Cartoon Character Licensing Consumption Value (2021-2032)

2.9 India Anime and Cartoon Character Licensing Consumption Value (2021-2032)

### **3 WORLD ANIME AND CARTOON CHARACTER LICENSING COMPANIES COMPETITIVE ANALYSIS**

3.1 World Anime and Cartoon Character Licensing Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Anime and Cartoon Character Licensing Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Anime and Cartoon Character Licensing  
in 2025

3.2.3 Global Concentration Ratios (CR8) for Anime and Cartoon Character Licensing  
in 2025

3.3 Anime and Cartoon Character Licensing Company Evaluation Quadrant

3.4 Anime and Cartoon Character Licensing Market: Overall Company Footprint  
Analysis

3.4.1 Anime and Cartoon Character Licensing Market: Region Footprint

3.4.2 Anime and Cartoon Character Licensing Market: Company Product Type  
Footprint

3.4.3 Anime and Cartoon Character Licensing Market: Company Product Application  
Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

4.1 United States VS China: Anime and Cartoon Character Licensing Revenue  
Comparison (by Headquarter Location)

4.1.1 United States VS China: Anime and Cartoon Character Licensing Revenue

Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Anime and Cartoon Character Licensing Revenue  
Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Anime and Cartoon  
Character Licensing Consumption Value Comparison

4.2.1 United States VS China: Anime and Cartoon Character Licensing Consumption  
Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Anime and Cartoon Character Licensing Consumption  
Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Anime and Cartoon Character Licensing Companies and  
Market Share, 2021-2026

4.3.1 United States Based Anime and Cartoon Character Licensing Companies,  
Headquarters (States, Country)

4.3.2 United States Based Companies Anime and Cartoon Character Licensing  
Revenue, (2021-2026)

4.4 China Based Companies Anime and Cartoon Character Licensing Revenue and  
Market Share, 2021-2026

4.4.1 China Based Anime and Cartoon Character Licensing Companies, Company  
Headquarters (Province, Country)

4.4.2 China Based Companies Anime and Cartoon Character Licensing Revenue,  
(2021-2026)

4.5 Rest of World Based Anime and Cartoon Character Licensing Companies and  
Market Share, 2021-2026

4.5.1 Rest of World Based Anime and Cartoon Character Licensing Companies,  
Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Anime and Cartoon Character Licensing  
Revenue (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Anime and Cartoon Character Licensing Market Size Overview by Type: 2021  
VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Anime Character Licensing

5.2.2 Cartoon Character Licensing

5.3 Market Segment by Type

5.3.1 World Anime and Cartoon Character Licensing Market Size by Type (2021-2026)

5.3.2 World Anime and Cartoon Character Licensing Market Size by Type (2027-2032)

5.3.3 World Anime and Cartoon Character Licensing Market Size Market Share by

Type (2027-2032)

## **6 MARKET ANALYSIS BY LICENSING TYPE**

6.1 World Anime and Cartoon Character Licensing Market Size Overview by Licensing Type: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Licensing Type

6.2.1 Exclusive Licensing

6.2.2 Non-Exclusive Licensing

6.3 Market Segment by Licensing Type

6.3.1 World Anime and Cartoon Character Licensing Market Size by Licensing Type (2021-2026)

6.3.2 World Anime and Cartoon Character Licensing Market Size by Licensing Type (2027-2032)

6.3.3 World Anime and Cartoon Character Licensing Market Size Market Share by Licensing Type (2027-2032)

## **7 MARKET ANALYSIS BY CONTRACT STRUCTURE**

7.1 World Anime and Cartoon Character Licensing Market Size Overview by Contract Structure: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Contract Structure

7.2.1 Royalty-Based Licensing

7.2.2 Fixed Fee Licensing

7.2.3 Revenue Sharing Licensing

7.2.4 Hybrid Licensing Model

7.3 Market Segment by Contract Structure

7.3.1 World Anime and Cartoon Character Licensing Market Size by Contract Structure (2021-2026)

7.3.2 World Anime and Cartoon Character Licensing Market Size by Contract Structure (2027-2032)

7.3.3 World Anime and Cartoon Character Licensing Market Size Market Share by Contract Structure (2027-2032)

## **8 MARKET ANALYSIS BY MERCHANDISE TYPES**

8.1 World Anime and Cartoon Character Licensing Market Size Overview by Merchandise Types: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Merchandise Types

8.2.1 Toys

8.2.2 Apparel

8.2.3 Entertainment & Media

8.2.4 Home Products

8.2.5 Others

8.3 Market Segment by Merchandise Types

8.3.1 World Anime and Cartoon Character Licensing Market Size by Merchandise Types (2021-2026)

8.3.2 World Anime and Cartoon Character Licensing Market Size by Merchandise Types (2027-2032)

8.3.3 World Anime and Cartoon Character Licensing Market Size Market Share by Merchandise Types (2021-2032)

## **9 COMPANY PROFILES**

9.1 The Walt Disney Company

9.1.1 The Walt Disney Company Details

9.1.2 The Walt Disney Company Major Business

9.1.3 The Walt Disney Company Anime and Cartoon Character Licensing Product and Services

9.1.4 The Walt Disney Company Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 The Walt Disney Company Recent Developments/Updates

9.1.6 The Walt Disney Company Competitive Strengths & Weaknesses

9.2 Hasbro

9.2.1 Hasbro Details

9.2.2 Hasbro Major Business

9.2.3 Hasbro Anime and Cartoon Character Licensing Product and Services

9.2.4 Hasbro Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Hasbro Recent Developments/Updates

9.2.6 Hasbro Competitive Strengths & Weaknesses

9.3 Warner Bros. Discovery

9.3.1 Warner Bros. Discovery Details

9.3.2 Warner Bros. Discovery Major Business

9.3.3 Warner Bros. Discovery Anime and Cartoon Character Licensing Product and Services

9.3.4 Warner Bros. Discovery Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)

- 9.3.5 Warner Bros. Discovery Recent Developments/Updates
- 9.3.6 Warner Bros. Discovery Competitive Strengths & Weaknesses
- 9.4 The Pok?mon Company
  - 9.4.1 The Pok?mon Company Details
  - 9.4.2 The Pok?mon Company Major Business
  - 9.4.3 The Pok?mon Company Anime and Cartoon Character Licensing Product and Services
  - 9.4.4 The Pok?mon Company Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.4.5 The Pok?mon Company Recent Developments/Updates
  - 9.4.6 The Pok?mon Company Competitive Strengths & Weaknesses
- 9.5 Paramount
  - 9.5.1 Paramount Details
  - 9.5.2 Paramount Major Business
  - 9.5.3 Paramount Anime and Cartoon Character Licensing Product and Services
  - 9.5.4 Paramount Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.5.5 Paramount Recent Developments/Updates
  - 9.5.6 Paramount Competitive Strengths & Weaknesses
- 9.6 NBCUniversal
  - 9.6.1 NBCUniversal Details
  - 9.6.2 NBCUniversal Major Business
  - 9.6.3 NBCUniversal Anime and Cartoon Character Licensing Product and Services
  - 9.6.4 NBCUniversal Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.6.5 NBCUniversal Recent Developments/Updates
  - 9.6.6 NBCUniversal Competitive Strengths & Weaknesses
- 9.7 Toei Animation
  - 9.7.1 Toei Animation Details
  - 9.7.2 Toei Animation Major Business
  - 9.7.3 Toei Animation Anime and Cartoon Character Licensing Product and Services
  - 9.7.4 Toei Animation Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.7.5 Toei Animation Recent Developments/Updates
  - 9.7.6 Toei Animation Competitive Strengths & Weaknesses
- 9.8 WildBrain
  - 9.8.1 WildBrain Details
  - 9.8.2 WildBrain Major Business
  - 9.8.3 WildBrain Anime and Cartoon Character Licensing Product and Services

9.8.4 WildBrain Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)

9.8.5 WildBrain Recent Developments/Updates

9.8.6 WildBrain Competitive Strengths & Weaknesses

9.9 Sony Interactive Entertainment

9.9.1 Sony Interactive Entertainment Details

9.9.2 Sony Interactive Entertainment Major Business

9.9.3 Sony Interactive Entertainment Anime and Cartoon Character Licensing Product and Services

9.9.4 Sony Interactive Entertainment Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)

9.9.5 Sony Interactive Entertainment Recent Developments/Updates

9.9.6 Sony Interactive Entertainment Competitive Strengths & Weaknesses

9.10 Toho

9.10.1 Toho Details

9.10.2 Toho Major Business

9.10.3 Toho Anime and Cartoon Character Licensing Product and Services

9.10.4 Toho Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)

9.10.5 Toho Recent Developments/Updates

9.10.6 Toho Competitive Strengths & Weaknesses

9.11 Alpha Group

9.11.1 Alpha Group Details

9.11.2 Alpha Group Major Business

9.11.3 Alpha Group Anime and Cartoon Character Licensing Product and Services

9.11.4 Alpha Group Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)

9.11.5 Alpha Group Recent Developments/Updates

9.11.6 Alpha Group Competitive Strengths & Weaknesses

9.12 Moomin Characters

9.12.1 Moomin Characters Details

9.12.2 Moomin Characters Major Business

9.12.3 Moomin Characters Anime and Cartoon Character Licensing Product and Services

9.12.4 Moomin Characters Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)

9.12.5 Moomin Characters Recent Developments/Updates

9.12.6 Moomin Characters Competitive Strengths & Weaknesses

9.13 Mattel

- 9.13.1 Mattel Details
- 9.13.2 Mattel Major Business
- 9.13.3 Mattel Anime and Cartoon Character Licensing Product and Services
- 9.13.4 Mattel Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)
- 9.13.5 Mattel Recent Developments/Updates
- 9.13.6 Mattel Competitive Strengths & Weaknesses
- 9.14 Sanrio
  - 9.14.1 Sanrio Details
  - 9.14.2 Sanrio Major Business
  - 9.14.3 Sanrio Anime and Cartoon Character Licensing Product and Services
  - 9.14.4 Sanrio Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.14.5 Sanrio Recent Developments/Updates
  - 9.14.6 Sanrio Competitive Strengths & Weaknesses
- 9.15 Jazwares
  - 9.15.1 Jazwares Details
  - 9.15.2 Jazwares Major Business
  - 9.15.3 Jazwares Anime and Cartoon Character Licensing Product and Services
  - 9.15.4 Jazwares Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.15.5 Jazwares Recent Developments/Updates
  - 9.15.6 Jazwares Competitive Strengths & Weaknesses
- 9.16 Spin Master
  - 9.16.1 Spin Master Details
  - 9.16.2 Spin Master Major Business
  - 9.16.3 Spin Master Anime and Cartoon Character Licensing Product and Services
  - 9.16.4 Spin Master Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.16.5 Spin Master Recent Developments/Updates
  - 9.16.6 Spin Master Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 Anime and Cartoon Character Licensing Industry Chain
- 10.2 Anime and Cartoon Character Licensing Upstream Analysis
- 10.3 Anime and Cartoon Character Licensing Midstream Analysis
- 10.4 Anime and Cartoon Character Licensing Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Anime and Cartoon Character Licensing Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Anime and Cartoon Character Licensing Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Anime and Cartoon Character Licensing Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Anime and Cartoon Character Licensing Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Anime and Cartoon Character Licensing Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Anime and Cartoon Character Licensing Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Anime and Cartoon Character Licensing Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Anime and Cartoon Character Licensing Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Anime and Cartoon Character Licensing Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Anime and Cartoon Character Licensing Players in 2025

Table 12. World Anime and Cartoon Character Licensing Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Anime and Cartoon Character Licensing Company Evaluation Quadrant

Table 14. Head Office of Key Anime and Cartoon Character Licensing Players

Table 15. Anime and Cartoon Character Licensing Market: Company Product Type Footprint

Table 16. Anime and Cartoon Character Licensing Market: Company Product Application Footprint

Table 17. Anime and Cartoon Character Licensing Mergers & Acquisitions Activity

Table 18. United States VS China Anime and Cartoon Character Licensing Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Anime and Cartoon Character Licensing Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Anime and Cartoon Character Licensing Companies, Headquarters (States, Country)

Table 21. United States Based Companies Anime and Cartoon Character Licensing Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Anime and Cartoon Character Licensing Revenue Market Share (2021-2026)

Table 23. China Based Anime and Cartoon Character Licensing Companies, Headquarters (Province, Country)

Table 24. China Based Companies Anime and Cartoon Character Licensing Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Anime and Cartoon Character Licensing Revenue Market Share (2021-2026)

Table 26. Rest of World Based Anime and Cartoon Character Licensing Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Anime and Cartoon Character Licensing Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Anime and Cartoon Character Licensing Revenue Market Share (2021-2026)

Table 29. World Anime and Cartoon Character Licensing Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Anime and Cartoon Character Licensing Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Anime and Cartoon Character Licensing Market Size by Type (2027-2032) & (USD Million)

Table 32. World Anime and Cartoon Character Licensing Market Size by Licensing Type, (USD Million), 2021 & 2025 & 2032

Table 33. World Anime and Cartoon Character Licensing Market Size Value by Licensing Type (2021-2026) & (USD Million)

Table 34. World Anime and Cartoon Character Licensing Market Size by Licensing Type (2027-2032) & (USD Million)

Table 35. World Anime and Cartoon Character Licensing Market Size by Contract Structure, (USD Million), 2021 & 2025 & 2032

Table 36. World Anime and Cartoon Character Licensing Market Size Value by Contract Structure (2021-2026) & (USD Million)

Table 37. World Anime and Cartoon Character Licensing Market Size by Contract Structure (2027-2032) & (USD Million)

Table 38. World Anime and Cartoon Character Licensing Market Size by Merchandise Types, (USD Million), 2021 & 2025 & 2032

Table 39. World Anime and Cartoon Character Licensing Market Size by Merchandise

Types (2021-2026) & (USD Million)

Table 40. World Anime and Cartoon Character Licensing Market Size by Merchandise Types (2027-2032) & (USD Million)

Table 41. The Walt Disney Company Basic Information, Manufacturing Base and Competitors

Table 42. The Walt Disney Company Major Business

Table 43. The Walt Disney Company Anime and Cartoon Character Licensing Product and Services

Table 44. The Walt Disney Company Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. The Walt Disney Company Recent Developments/Updates

Table 46. The Walt Disney Company Competitive Strengths & Weaknesses

Table 47. Hasbro Basic Information, Manufacturing Base and Competitors

Table 48. Hasbro Major Business

Table 49. Hasbro Anime and Cartoon Character Licensing Product and Services

Table 50. Hasbro Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Hasbro Recent Developments/Updates

Table 52. Hasbro Competitive Strengths & Weaknesses

Table 53. Warner Bros. Discovery Basic Information, Manufacturing Base and Competitors

Table 54. Warner Bros. Discovery Major Business

Table 55. Warner Bros. Discovery Anime and Cartoon Character Licensing Product and Services

Table 56. Warner Bros. Discovery Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Warner Bros. Discovery Recent Developments/Updates

Table 58. Warner Bros. Discovery Competitive Strengths & Weaknesses

Table 59. The Pok?mon Company Basic Information, Manufacturing Base and Competitors

Table 60. The Pok?mon Company Major Business

Table 61. The Pok?mon Company Anime and Cartoon Character Licensing Product and Services

Table 62. The Pok?mon Company Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. The Pok?mon Company Recent Developments/Updates

Table 64. The Pok?mon Company Competitive Strengths & Weaknesses

Table 65. Paramount Basic Information, Manufacturing Base and Competitors

Table 66. Paramount Major Business

- Table 67. Paramount Anime and Cartoon Character Licensing Product and Services
- Table 68. Paramount Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 69. Paramount Recent Developments/Updates
- Table 70. Paramount Competitive Strengths & Weaknesses
- Table 71. NBCUniversal Basic Information, Manufacturing Base and Competitors
- Table 72. NBCUniversal Major Business
- Table 73. NBCUniversal Anime and Cartoon Character Licensing Product and Services
- Table 74. NBCUniversal Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 75. NBCUniversal Recent Developments/Updates
- Table 76. NBCUniversal Competitive Strengths & Weaknesses
- Table 77. Toei Animation Basic Information, Manufacturing Base and Competitors
- Table 78. Toei Animation Major Business
- Table 79. Toei Animation Anime and Cartoon Character Licensing Product and Services
- Table 80. Toei Animation Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 81. Toei Animation Recent Developments/Updates
- Table 82. Toei Animation Competitive Strengths & Weaknesses
- Table 83. WildBrain Basic Information, Manufacturing Base and Competitors
- Table 84. WildBrain Major Business
- Table 85. WildBrain Anime and Cartoon Character Licensing Product and Services
- Table 86. WildBrain Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. WildBrain Recent Developments/Updates
- Table 88. WildBrain Competitive Strengths & Weaknesses
- Table 89. Sony Interactive Entertainment Basic Information, Manufacturing Base and Competitors
- Table 90. Sony Interactive Entertainment Major Business
- Table 91. Sony Interactive Entertainment Anime and Cartoon Character Licensing Product and Services
- Table 92. Sony Interactive Entertainment Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. Sony Interactive Entertainment Recent Developments/Updates
- Table 94. Sony Interactive Entertainment Competitive Strengths & Weaknesses
- Table 95. Toho Basic Information, Manufacturing Base and Competitors
- Table 96. Toho Major Business
- Table 97. Toho Anime and Cartoon Character Licensing Product and Services
- Table 98. Toho Anime and Cartoon Character Licensing Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 99. Toho Recent Developments/Updates

Table 100. Toho Competitive Strengths & Weaknesses

Table 101. Alpha Group Basic Information, Manufacturing Base and Competitors

Table 102. Alpha Group Major Business

Table 103. Alpha Group Anime and Cartoon Character Licensing Product and Services

Table 104. Alpha Group Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. Alpha Group Recent Developments/Updates

Table 106. Alpha Group Competitive Strengths & Weaknesses

Table 107. Moomin Characters Basic Information, Manufacturing Base and Competitors

Table 108. Moomin Characters Major Business

Table 109. Moomin Characters Anime and Cartoon Character Licensing Product and Services

Table 110. Moomin Characters Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. Moomin Characters Recent Developments/Updates

Table 112. Moomin Characters Competitive Strengths & Weaknesses

Table 113. Mattel Basic Information, Manufacturing Base and Competitors

Table 114. Mattel Major Business

Table 115. Mattel Anime and Cartoon Character Licensing Product and Services

Table 116. Mattel Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. Mattel Recent Developments/Updates

Table 118. Mattel Competitive Strengths & Weaknesses

Table 119. Sanrio Basic Information, Manufacturing Base and Competitors

Table 120. Sanrio Major Business

Table 121. Sanrio Anime and Cartoon Character Licensing Product and Services

Table 122. Sanrio Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Sanrio Recent Developments/Updates

Table 124. Sanrio Competitive Strengths & Weaknesses

Table 125. Jazwares Basic Information, Manufacturing Base and Competitors

Table 126. Jazwares Major Business

Table 127. Jazwares Anime and Cartoon Character Licensing Product and Services

Table 128. Jazwares Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Jazwares Recent Developments/Updates

Table 130. Jazwares Competitive Strengths & Weaknesses

Table 131. Spin Master Basic Information, Manufacturing Base and Competitors

Table 132. Spin Master Major Business

Table 133. Spin Master Anime and Cartoon Character Licensing Product and Services

Table 134. Spin Master Anime and Cartoon Character Licensing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. Spin Master Recent Developments/Updates

Table 136. Spin Master Competitive Strengths & Weaknesses

Table 137. Global Key Players of Anime and Cartoon Character Licensing Upstream (Raw Materials)

Table 138. Global Anime and Cartoon Character Licensing Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Anime and Cartoon Character Licensing Picture

Figure 2. World Anime and Cartoon Character Licensing Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Anime and Cartoon Character Licensing Total Revenue (2021-2032) & (USD Million)

Figure 4. World Anime and Cartoon Character Licensing Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Anime and Cartoon Character Licensing Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Anime and Cartoon Character Licensing Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Anime and Cartoon Character Licensing Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Anime and Cartoon Character Licensing Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Anime and Cartoon Character Licensing Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Anime and Cartoon Character Licensing Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Anime and Cartoon Character Licensing Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Anime and Cartoon Character Licensing Revenue (2021-2032) & (USD Million)

Figure 13. Anime and Cartoon Character Licensing Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Anime and Cartoon Character Licensing Consumption Value (2021-2032) & (USD Million)

Figure 16. World Anime and Cartoon Character Licensing Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Anime and Cartoon Character Licensing Consumption Value (2021-2032) & (USD Million)

Figure 18. China Anime and Cartoon Character Licensing Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Anime and Cartoon Character Licensing Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Anime and Cartoon Character Licensing Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Anime and Cartoon Character Licensing Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Anime and Cartoon Character Licensing Consumption Value (2021-2032) & (USD Million)

Figure 23. India Anime and Cartoon Character Licensing Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Anime and Cartoon Character Licensing by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Anime and Cartoon Character Licensing Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Anime and Cartoon Character Licensing Markets in 2025

Figure 27. United States VS China: Anime and Cartoon Character Licensing Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Anime and Cartoon Character Licensing Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Anime and Cartoon Character Licensing Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Anime and Cartoon Character Licensing Market Size Market Share by Type in 2025

Figure 31. Anime Character Licensing

Figure 32. Cartoon Character Licensing

Figure 33. World Anime and Cartoon Character Licensing Market Size Market Share by Type (2021-2032)

Figure 34. World Anime and Cartoon Character Licensing Market Size by Licensing Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Anime and Cartoon Character Licensing Market Size Market Share by Licensing Type in 2025

Figure 36. Exclusive Licensing

Figure 37. Non-Exclusive Licensing

Figure 38. World Anime and Cartoon Character Licensing Market Size Market Share by Licensing Type (2021-2032)

Figure 39. World Anime and Cartoon Character Licensing Market Size by Contract Structure, (USD Million), 2021 & 2025 & 2032

Figure 40. World Anime and Cartoon Character Licensing Market Size Market Share by Contract Structure in 2025

Figure 41. Royalty-Based Licensing

- Figure 42. Fixed Fee Licensing
- Figure 43. Revenue Sharing Licensing
- Figure 44. Hybrid Licensing Model
- Figure 45. World Anime and Cartoon Character Licensing Market Size Market Share by Contract Structure (2021-2032)
- Figure 46. World Anime and Cartoon Character Licensing Market Size by Merchandise Types, (USD Million), 2021 & 2025 & 2032
- Figure 47. World Anime and Cartoon Character Licensing Market Size Market Share by Merchandise Types in 2025
- Figure 48. Toys
- Figure 49. Apparel
- Figure 50. Entertainment & Media
- Figure 51. Home Products
- Figure 52. Others
- Figure 53. World Anime and Cartoon Character Licensing Market Size Market Share by Merchandise Types (2021-2032)
- Figure 54. Anime and Cartoon Character Licensing Industrial Chain
- Figure 55. Methodology
- Figure 56. Research Process and Data Source

## I would like to order

Product name: Global Anime and Cartoon Character Licensing Supply, Demand and Key Producers, 2026-2032

Product link: <https://marketpublishers.com/r/G39246883F83EN.html>

Price: US\$ 4,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G39246883F83EN.html>