

Global Brand Licensing Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Brand Licensing market size was valued at USD 347380 million in 2023 and is forecast to a readjusted size of USD 459500 million by 2030 with a CAGR of 4.1% during review period.

Licensing means renting or leasing of an intangible asset. It is a process of creating and managing contracts between the owner of a brand and a company or individual who wants to use the brand in association with a product, for an agreed period of time, within an agreed territory. Licensing is used by brand owners to extend a trademark or character onto products of a completely different nature. In a Licensed Merchandise transaction, an artist, designer, trademark owner or celebrity (the 'licensor') grants a license to a manufacturer or retailer (the 'licensee') to manufacture and sell articles of merchandise which use the property that is the subject of the license, in exchange for a royalty from sales of those articles of merchandise. Typical licensed properties include artwork, characters, trademarks, celebrity names and likenesses, and book and movie titles. Licensed merchandise may include clothing, greeting cards, toys, games, housewares, jewellery, dinnerware, cosmetics and collectibles.

Global brand licensing key players include The Walt Disney Company, Meredith Corporation, PVH Corp., Authentic Brands Group, WarnerMedia, etc. Global top 5 manufacturers hold a share about 45%. North America is the largest market, with a share about 57%, followed by Europe and Asia-Pacific, both have a share over 36 percent. In terms of product, apparels is the largest segment, with a share over 17%. And in terms of application, the largest application is entertainment, followed by corporate trademarks/brand.

The Global Info Research report includes an overview of the development of the Brand

Licensing industry chain, the market status of Entertainment (Apparels, Toys), Corporate Trademarks/Brand (Apparels, Toys), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Brand Licensing.

Regionally, the report analyzes the Brand Licensing markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Brand Licensing market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Brand Licensing market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Brand Licensing industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Apparels, Toys).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Brand Licensing market.

Regional Analysis: The report involves examining the Brand Licensing market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Brand Licensing market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Brand Licensing:

Company Analysis: Report covers individual Brand Licensing players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Brand Licensing. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Entertainment, Corporate Trademarks/Brand).

Technology Analysis: Report covers specific technologies relevant to Brand Licensing. It assesses the current state, advancements, and potential future developments in Brand Licensing areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Brand Licensing market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Brand Licensing market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Apparels

Toys

Accessories

Home Decoration

Software/Video Games

Food and Beverage

Others

Market segment by Application

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

Market segment by players, this report covers

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

Paramount Consumer Products (Paramount Global)

WHP Global

General Motors

Electrolux

Stanley Black & Decker

Sanrio

Iconix Brand Group

Procter & Gamble

BBC Studios

Kathy Ireland Worldwide

Caterpillar

Whirlpool Corporation

Ferrari

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

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Brand Licensing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Brand Licensing, with revenue, gross margin and global market share of Brand Licensing from 2019 to 2024.

Chapter 3, the Brand Licensing competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Brand Licensing market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Brand Licensing.

Chapter 13, to describe Brand Licensing research findings and conclusion.

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