

Global Brand Licensing Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Brand Licensing market size is expected to reach \$ 459500 million by 2029, rising at a market growth of 4.1% CAGR during the forecast period (2023-2029).

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.

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.

This report studies the global Brand Licensing demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Brand Licensing, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Brand Licensing that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Brand Licensing total market, 2018-2029, (USD Million)

Global Brand Licensing total market by region & country, CAGR, 2018-2029, (USD Million)

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

Global Brand Licensing revenue by player and market share 2018-2023, (USD Million)

Global Brand Licensing total market by Type, CAGR, 2018-2029, (USD Million)

Global Brand Licensing total market by Application, CAGR, 2018-2029, (USD Million).

This reports profiles major players in the global Brand 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, Dotdash Meredith, Authentic Brands Group, Warner Bros. Consumer Products (WarnerMedia), Universal Brand Development (NBC Universal), PVH Corp., Hasbro, The Pok?mon Company International and Mattel, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Brand Licensing market.

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Brand Licensing Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Brand Licensing Market, Segmentation by Type

Apparels

Toys

Accessories

Home Decoration

Software/Video Games

Food and Beverage

Others

Global Brand Licensing Market, Segmentation by Application

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global Brand Licensing market?
2. What is the demand of the global Brand Licensing market?
3. What is the year over year growth of the global Brand Licensing market?
4. What is the total value of the global Brand Licensing market?
5. Who are the major players in the global Brand Licensing market?
6. What are the growth factors driving the market demand?

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