

# Global Film and Animation Licensing Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G22D81E5162BEN.html>

Date: May 2026

Pages: 113

Price: US\$ 3,480.00 (Single User License)

ID: G22D81E5162BEN

## Abstracts

According to our (Global Info Research) latest study, the global Film and Animation Licensing market size was valued at US\$ 123476 million in 2025 and is forecast to a readjusted size of US\$ 187661 million by 2032 with a CAGR of 6.4% during review period.

Film and Animation Licensing refers to the process by which intellectual property owners of films, animated content, and related characters grant legal rights to third parties to use, distribute, adapt, or commercialize these assets across various platforms and products, typically through contractual agreements involving royalties or fees, enabling monetization through media distribution, merchandising, brand collaborations, and cross-industry applications while maintaining ownership and control over the original content.

The film and animation licensing industry chain begins upstream with film studios, animation studios, and content creators who develop and own intellectual property assets, followed by midstream licensing agencies, distributors, and rights management firms that negotiate contracts, manage intellectual property rights, and coordinate partnerships, while downstream includes broadcasters, streaming platforms, manufacturers, retailers, and entertainment venues that utilize licensed content and characters in distribution, merchandising, and promotional activities to generate revenue, expand audience reach, enhance brand value, and support cross-media integration across global entertainment and consumer markets.

Globally, ongoing and planned projects in film and animation licensing include expansion of major film franchises into multi-platform ecosystems, development of

streaming-exclusive animated series, construction of themed entertainment parks and immersive attractions, collaborations between studios and global brands for merchandise and promotional campaigns, localization and co-production initiatives to enter emerging markets, and investment in digital content ecosystems such as virtual reality experiences and metaverse platforms, all aimed at maximizing intellectual property value, enhancing audience engagement, and creating diversified revenue streams through strategic licensing and cross-industry partnerships.

2025 Global Market Average Gross Profit Margin: 57%.

The film and animation licensing market is a core component of the global entertainment industry, driven by the increasing importance of intellectual property monetization across multiple platforms and industries. As blockbuster films and popular animated series evolve into long-term franchises, licensing has become a key revenue stream beyond box office and streaming income, enabling content owners to extend brand value through merchandise, partnerships, and derivative media. The rapid growth of streaming platforms has significantly expanded global content distribution, allowing film and animation IP to reach wider audiences and creating more licensing opportunities.

Regionally, North America remains the dominant market due to the presence of major film studios and global entertainment companies, while Asia-Pacific is experiencing the fastest growth, driven by strong animation industries in countries such as Japan and China and increasing demand for localized content. Europe also plays an important role, particularly in co-productions and licensing for publishing and broadcasting. Emerging markets in Latin America, Southeast Asia, and the Middle East are becoming increasingly important as digital access expands and consumer demand for entertainment content rises.

Opportunities in the market are closely linked to digital transformation, including the growth of streaming services, direct-to-consumer distribution, and immersive technologies such as virtual reality and the metaverse. Cross-media franchise development and global brand collaborations are also creating new revenue streams. However, risks include high dependence on the success of individual titles, intellectual property infringement, market saturation, and changing consumer preferences.

Key trends include the rise of franchise ecosystems, increased use of data analytics to guide licensing strategies, and the integration of content across multiple platforms including gaming and interactive media. Competitive dynamics are characterized by a

concentration of high-value intellectual property among major studios, alongside growing competition from independent creators and regional content producers. Companies compete based on the strength of their IP portfolios, global distribution capabilities, and ability to execute cross-platform strategies, making licensing a central pillar of growth in the modern entertainment economy.

This report is a detailed and comprehensive analysis for global Film and Animation Licensing market. Both quantitative and qualitative analyses are presented by company, by region & country, by Media Type and by Merchandise Type. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Film and Animation Licensing market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Film and Animation Licensing market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Film and Animation Licensing market size and forecasts, by Media Type and by Merchandise Type, in consumption value (\$ Million), 2021-2032

Global Film and Animation Licensing market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Film and Animation Licensing

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Film and Animation 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, Warner Bros. Discovery, The Pok?mon Company, Paramount, NBCUniversal, Toei Animation, WildBrain, Sony Interactive Entertainment, Toho, Alpha Group, etc.

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

### Market segmentation

Film and Animation Licensing market is split by Media Type and by Merchandise Type. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Media Type and by Merchandise Type. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Media Type

- Film Licensing

- Animation Licensing

### Market segment by Licensing Type

- Exclusive Licensing

- Non-Exclusive Licensing

### Market segment by Contract Structure

- Royalty-Based Licensing

- Fixed Fee Licensing

- Revenue Sharing Licensing

Hybrid Licensing Model

Market segment by Merchandise Type

Toys

Apparel

Entertainment & Media

Home Products

Others

Market segment by players, this report covers

The Walt Disney Company

Warner Bros. Discovery

The Pok?mon Company

Paramount

NBCUniversal

Toei Animation

WildBrain

Sony Interactive Entertainment

Toho

Alpha Group

DreamWorks Animation

## Studio Ghibli

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 and Rest of Asia-Pacific)

South America (Brazil, 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 Film and Animation Licensing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Film and Animation Licensing, with revenue, gross margin, and global market share of Film and Animation Licensing from 2021 to 2026.

Chapter 3, the Film and Animation 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 Media Type and by Merchandise Type, with consumption value and growth rate by Media Type, by Merchandise Type, from 2021 to 2032.

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 2021 to 2026. and Film and Animation Licensing market forecast, by regions, by Media Type and by Merchandise Type, with consumption value, from 2027 to 2032.

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

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

Chapter 13, to describe Film and Animation Licensing research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Film and Animation Licensing by Media Type

1.3.1 Overview: Global Film and Animation Licensing Market Size by Media Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Film and Animation Licensing Consumption Value Market Share by Media Type in 2025

1.3.3 Film Licensing

1.3.4 Animation Licensing

1.4 Classification of Film and Animation Licensing by Licensing Type

1.4.1 Overview: Global Film and Animation Licensing Market Size by Licensing Type: 2021 Versus 2025 Versus 2032

1.4.2 Global Film and Animation Licensing Consumption Value Market Share by Licensing Type in 2025

1.4.3 Exclusive Licensing

1.4.4 Non-Exclusive Licensing

1.5 Classification of Film and Animation Licensing by Contract Structure

1.5.1 Overview: Global Film and Animation Licensing Market Size by Contract Structure: 2021 Versus 2025 Versus 2032

1.5.2 Global Film and Animation Licensing Consumption Value Market Share by Contract Structure in 2025

1.5.3 Royalty-Based Licensing

1.5.4 Fixed Fee Licensing

1.5.5 Revenue Sharing Licensing

1.5.6 Hybrid Licensing Model

1.6 Global Film and Animation Licensing Market by Merchandise Type

1.6.1 Overview: Global Film and Animation Licensing Market Size by Merchandise Type: 2021 Versus 2025 Versus 2032

1.6.2 Toys

1.6.3 Apparel

1.6.4 Entertainment & Media

1.6.5 Home Products

1.6.6 Others

1.7 Global Film and Animation Licensing Market Size & Forecast

1.8 Global Film and Animation Licensing Market Size and Forecast by Region

1.8.1 Global Film and Animation Licensing Market Size by Region: 2021 VS 2025 VS 2032

1.8.2 Global Film and Animation Licensing Market Size by Region, (2021-2032)

1.8.3 North America Film and Animation Licensing Market Size and Prospect (2021-2032)

1.8.4 Europe Film and Animation Licensing Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Film and Animation Licensing Market Size and Prospect (2021-2032)

1.8.6 South America Film and Animation Licensing Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Film and Animation Licensing Market Size and Prospect (2021-2032)

## **2 COMPANY PROFILES**

2.1 The Walt Disney Company

2.1.1 The Walt Disney Company Details

2.1.2 The Walt Disney Company Major Business

2.1.3 The Walt Disney Company Film and Animation Licensing Product and Solutions

2.1.4 The Walt Disney Company Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 The Walt Disney Company Recent Developments and Future Plans

2.2 Warner Bros. Discovery

2.2.1 Warner Bros. Discovery Details

2.2.2 Warner Bros. Discovery Major Business

2.2.3 Warner Bros. Discovery Film and Animation Licensing Product and Solutions

2.2.4 Warner Bros. Discovery Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Warner Bros. Discovery Recent Developments and Future Plans

2.3 The Pok?mon Company

2.3.1 The Pok?mon Company Details

2.3.2 The Pok?mon Company Major Business

2.3.3 The Pok?mon Company Film and Animation Licensing Product and Solutions

2.3.4 The Pok?mon Company Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 The Pok?mon Company Recent Developments and Future Plans

2.4 Paramount

2.4.1 Paramount Details

2.4.2 Paramount Major Business

- 2.4.3 Paramount Film and Animation Licensing Product and Solutions
- 2.4.4 Paramount Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)
- 2.4.5 Paramount Recent Developments and Future Plans
- 2.5 NBCUniversal
  - 2.5.1 NBCUniversal Details
  - 2.5.2 NBCUniversal Major Business
  - 2.5.3 NBCUniversal Film and Animation Licensing Product and Solutions
  - 2.5.4 NBCUniversal Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 NBCUniversal Recent Developments and Future Plans
- 2.6 Toei Animation
  - 2.6.1 Toei Animation Details
  - 2.6.2 Toei Animation Major Business
  - 2.6.3 Toei Animation Film and Animation Licensing Product and Solutions
  - 2.6.4 Toei Animation Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 2.6.5 Toei Animation Recent Developments and Future Plans
- 2.7 WildBrain
  - 2.7.1 WildBrain Details
  - 2.7.2 WildBrain Major Business
  - 2.7.3 WildBrain Film and Animation Licensing Product and Solutions
  - 2.7.4 WildBrain Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 2.7.5 WildBrain Recent Developments and Future Plans
- 2.8 Sony Interactive Entertainment
  - 2.8.1 Sony Interactive Entertainment Details
  - 2.8.2 Sony Interactive Entertainment Major Business
  - 2.8.3 Sony Interactive Entertainment Film and Animation Licensing Product and Solutions
  - 2.8.4 Sony Interactive Entertainment Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)
  - 2.8.5 Sony Interactive Entertainment Recent Developments and Future Plans
- 2.9 Toho
  - 2.9.1 Toho Details
  - 2.9.2 Toho Major Business
  - 2.9.3 Toho Film and Animation Licensing Product and Solutions
  - 2.9.4 Toho Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)

#### 2.9.5 Toho Recent Developments and Future Plans

### 2.10 Alpha Group

#### 2.10.1 Alpha Group Details

#### 2.10.2 Alpha Group Major Business

#### 2.10.3 Alpha Group Film and Animation Licensing Product and Solutions

#### 2.10.4 Alpha Group Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)

#### 2.10.5 Alpha Group Recent Developments and Future Plans

### 2.11 DreamWorks Animation

#### 2.11.1 DreamWorks Animation Details

#### 2.11.2 DreamWorks Animation Major Business

#### 2.11.3 DreamWorks Animation Film and Animation Licensing Product and Solutions

#### 2.11.4 DreamWorks Animation Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)

#### 2.11.5 DreamWorks Animation Recent Developments and Future Plans

### 2.12 Studio Ghibli

#### 2.12.1 Studio Ghibli Details

#### 2.12.2 Studio Ghibli Major Business

#### 2.12.3 Studio Ghibli Film and Animation Licensing Product and Solutions

#### 2.12.4 Studio Ghibli Film and Animation Licensing Revenue, Gross Margin and Market Share (2021-2026)

#### 2.12.5 Studio Ghibli Recent Developments and Future Plans

## **3 MARKET COMPETITION, BY PLAYERS**

### 3.1 Global Film and Animation Licensing Revenue and Share by Players (2021-2026)

### 3.2 Market Share Analysis (2025)

#### 3.2.1 Market Share of Film and Animation Licensing by Company Revenue

#### 3.2.2 Top 3 Film and Animation Licensing Players Market Share in 2025

#### 3.2.3 Top 6 Film and Animation Licensing Players Market Share in 2025

### 3.3 Film and Animation Licensing Market: Overall Company Footprint Analysis

#### 3.3.1 Film and Animation Licensing Market: Region Footprint

#### 3.3.2 Film and Animation Licensing Market: Company Product Type Footprint

#### 3.3.3 Film and Animation Licensing Market: Company Product Application Footprint

### 3.4 New Market Entrants and Barriers to Market Entry

### 3.5 Mergers, Acquisition, Agreements, and Collaborations

## **4 MARKET SIZE SEGMENT BY MEDIA TYPE**

4.1 Global Film and Animation Licensing Consumption Value and Market Share by Media Type (2021-2026)

4.2 Global Film and Animation Licensing Market Forecast by Media Type (2027-2032)

## **5 MARKET SIZE SEGMENT BY MERCHANDISE TYPE**

5.1 Global Film and Animation Licensing Consumption Value Market Share by Merchandise Type (2021-2026)

5.2 Global Film and Animation Licensing Market Forecast by Merchandise Type (2027-2032)

## **6 NORTH AMERICA**

6.1 North America Film and Animation Licensing Consumption Value by Media Type (2021-2032)

6.2 North America Film and Animation Licensing Market Size by Merchandise Type (2021-2032)

6.3 North America Film and Animation Licensing Market Size by Country

6.3.1 North America Film and Animation Licensing Consumption Value by Country (2021-2032)

6.3.2 United States Film and Animation Licensing Market Size and Forecast (2021-2032)

6.3.3 Canada Film and Animation Licensing Market Size and Forecast (2021-2032)

6.3.4 Mexico Film and Animation Licensing Market Size and Forecast (2021-2032)

## **7 EUROPE**

7.1 Europe Film and Animation Licensing Consumption Value by Media Type (2021-2032)

7.2 Europe Film and Animation Licensing Consumption Value by Merchandise Type (2021-2032)

7.3 Europe Film and Animation Licensing Market Size by Country

7.3.1 Europe Film and Animation Licensing Consumption Value by Country (2021-2032)

7.3.2 Germany Film and Animation Licensing Market Size and Forecast (2021-2032)

7.3.3 France Film and Animation Licensing Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Film and Animation Licensing Market Size and Forecast (2021-2032)

7.3.5 Russia Film and Animation Licensing Market Size and Forecast (2021-2032)

### 7.3.6 Italy Film and Animation Licensing Market Size and Forecast (2021-2032)

## **8 ASIA-PACIFIC**

### 8.1 Asia-Pacific Film and Animation Licensing Consumption Value by Media Type (2021-2032)

### 8.2 Asia-Pacific Film and Animation Licensing Consumption Value by Merchandise Type (2021-2032)

### 8.3 Asia-Pacific Film and Animation Licensing Market Size by Region

#### 8.3.1 Asia-Pacific Film and Animation Licensing Consumption Value by Region (2021-2032)

##### 8.3.2 China Film and Animation Licensing Market Size and Forecast (2021-2032)

##### 8.3.3 Japan Film and Animation Licensing Market Size and Forecast (2021-2032)

##### 8.3.4 South Korea Film and Animation Licensing Market Size and Forecast (2021-2032)

##### 8.3.5 India Film and Animation Licensing Market Size and Forecast (2021-2032)

##### 8.3.6 Southeast Asia Film and Animation Licensing Market Size and Forecast (2021-2032)

##### 8.3.7 Australia Film and Animation Licensing Market Size and Forecast (2021-2032)

## **9 SOUTH AMERICA**

### 9.1 South America Film and Animation Licensing Consumption Value by Media Type (2021-2032)

### 9.2 South America Film and Animation Licensing Consumption Value by Merchandise Type (2021-2032)

### 9.3 South America Film and Animation Licensing Market Size by Country

#### 9.3.1 South America Film and Animation Licensing Consumption Value by Country (2021-2032)

##### 9.3.2 Brazil Film and Animation Licensing Market Size and Forecast (2021-2032)

##### 9.3.3 Argentina Film and Animation Licensing Market Size and Forecast (2021-2032)

## **10 MIDDLE EAST & AFRICA**

### 10.1 Middle East & Africa Film and Animation Licensing Consumption Value by Media Type (2021-2032)

### 10.2 Middle East & Africa Film and Animation Licensing Consumption Value by Merchandise Type (2021-2032)

### 10.3 Middle East & Africa Film and Animation Licensing Market Size by Country

10.3.1 Middle East & Africa Film and Animation Licensing Consumption Value by Country (2021-2032)

10.3.2 Turkey Film and Animation Licensing Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Film and Animation Licensing Market Size and Forecast (2021-2032)

10.3.4 UAE Film and Animation Licensing Market Size and Forecast (2021-2032)

## **11 MARKET DYNAMICS**

11.1 Film and Animation Licensing Market Drivers

11.2 Film and Animation Licensing Market Restraints

11.3 Film and Animation Licensing Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

12.1 Film and Animation Licensing Industry Chain

12.2 Film and Animation Licensing Upstream Analysis

12.3 Film and Animation Licensing Midstream Analysis

12.4 Film and Animation Licensing Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Film and Animation Licensing Consumption Value by Media Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Film and Animation Licensing Consumption Value by Licensing Type, (USD Million), 2021 & 2025 & 2032

Table 3. Global Film and Animation Licensing Consumption Value by Contract Structure, (USD Million), 2021 & 2025 & 2032

Table 4. Global Film and Animation Licensing Consumption Value by Merchandise Type, (USD Million), 2021 & 2025 & 2032

Table 5. Global Film and Animation Licensing Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Film and Animation Licensing Consumption Value by Region (2027-2032) & (USD Million)

Table 7. The Walt Disney Company Company Information, Head Office, and Major Competitors

Table 8. The Walt Disney Company Major Business

Table 9. The Walt Disney Company Film and Animation Licensing Product and Solutions

Table 10. The Walt Disney Company Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. The Walt Disney Company Recent Developments and Future Plans

Table 12. Warner Bros. Discovery Company Information, Head Office, and Major Competitors

Table 13. Warner Bros. Discovery Major Business

Table 14. Warner Bros. Discovery Film and Animation Licensing Product and Solutions

Table 15. Warner Bros. Discovery Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Warner Bros. Discovery Recent Developments and Future Plans

Table 17. The Pok?mon Company Company Information, Head Office, and Major Competitors

Table 18. The Pok?mon Company Major Business

Table 19. The Pok?mon Company Film and Animation Licensing Product and Solutions

Table 20. The Pok?mon Company Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Paramount Company Information, Head Office, and Major Competitors

Table 22. Paramount Major Business

- Table 23. Paramount Film and Animation Licensing Product and Solutions
- Table 24. Paramount Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 25. Paramount Recent Developments and Future Plans
- Table 26. NBCUniversal Company Information, Head Office, and Major Competitors
- Table 27. NBCUniversal Major Business
- Table 28. NBCUniversal Film and Animation Licensing Product and Solutions
- Table 29. NBCUniversal Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 30. NBCUniversal Recent Developments and Future Plans
- Table 31. Toei Animation Company Information, Head Office, and Major Competitors
- Table 32. Toei Animation Major Business
- Table 33. Toei Animation Film and Animation Licensing Product and Solutions
- Table 34. Toei Animation Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 35. Toei Animation Recent Developments and Future Plans
- Table 36. WildBrain Company Information, Head Office, and Major Competitors
- Table 37. WildBrain Major Business
- Table 38. WildBrain Film and Animation Licensing Product and Solutions
- Table 39. WildBrain Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 40. WildBrain Recent Developments and Future Plans
- Table 41. Sony Interactive Entertainment Company Information, Head Office, and Major Competitors
- Table 42. Sony Interactive Entertainment Major Business
- Table 43. Sony Interactive Entertainment Film and Animation Licensing Product and Solutions
- Table 44. Sony Interactive Entertainment Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 45. Sony Interactive Entertainment Recent Developments and Future Plans
- Table 46. Toho Company Information, Head Office, and Major Competitors
- Table 47. Toho Major Business
- Table 48. Toho Film and Animation Licensing Product and Solutions
- Table 49. Toho Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 50. Toho Recent Developments and Future Plans
- Table 51. Alpha Group Company Information, Head Office, and Major Competitors
- Table 52. Alpha Group Major Business
- Table 53. Alpha Group Film and Animation Licensing Product and Solutions

Table 54. Alpha Group Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Alpha Group Recent Developments and Future Plans

Table 56. DreamWorks Animation Company Information, Head Office, and Major Competitors

Table 57. DreamWorks Animation Major Business

Table 58. DreamWorks Animation Film and Animation Licensing Product and Solutions

Table 59. DreamWorks Animation Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. DreamWorks Animation Recent Developments and Future Plans

Table 61. Studio Ghibli Company Information, Head Office, and Major Competitors

Table 62. Studio Ghibli Major Business

Table 63. Studio Ghibli Film and Animation Licensing Product and Solutions

Table 64. Studio Ghibli Film and Animation Licensing Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Studio Ghibli Recent Developments and Future Plans

Table 66. Global Film and Animation Licensing Revenue (USD Million) by Players (2021-2026)

Table 67. Global Film and Animation Licensing Revenue Share by Players (2021-2026)

Table 68. Breakdown of Film and Animation Licensing by Company Type (Tier 1, Tier 2, and Tier 3)

Table 69. Market Position of Players in Film and Animation Licensing, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 70. Head Office of Key Film and Animation Licensing Players

Table 71. Film and Animation Licensing Market: Company Product Type Footprint

Table 72. Film and Animation Licensing Market: Company Product Application Footprint

Table 73. Film and Animation Licensing New Market Entrants and Barriers to Market Entry

Table 74. Film and Animation Licensing Mergers, Acquisition, Agreements, and Collaborations

Table 75. Global Film and Animation Licensing Consumption Value (USD Million) by Media Type (2021-2026)

Table 76. Global Film and Animation Licensing Consumption Value Share by Media Type (2021-2026)

Table 77. Global Film and Animation Licensing Consumption Value Forecast by Media Type (2027-2032)

Table 78. Global Film and Animation Licensing Consumption Value by Merchandise Type (2021-2026)

Table 79. Global Film and Animation Licensing Consumption Value Forecast by

**Merchandise Type (2027-2032)**

Table 80. North America Film and Animation Licensing Consumption Value by Media Type (2021-2026) & (USD Million)

Table 81. North America Film and Animation Licensing Consumption Value by Media Type (2027-2032) & (USD Million)

Table 82. North America Film and Animation Licensing Consumption Value by Merchandise Type (2021-2026) & (USD Million)

Table 83. North America Film and Animation Licensing Consumption Value by Merchandise Type (2027-2032) & (USD Million)

Table 84. North America Film and Animation Licensing Consumption Value by Country (2021-2026) & (USD Million)

Table 85. North America Film and Animation Licensing Consumption Value by Country (2027-2032) & (USD Million)

Table 86. Europe Film and Animation Licensing Consumption Value by Media Type (2021-2026) & (USD Million)

Table 87. Europe Film and Animation Licensing Consumption Value by Media Type (2027-2032) & (USD Million)

Table 88. Europe Film and Animation Licensing Consumption Value by Merchandise Type (2021-2026) & (USD Million)

Table 89. Europe Film and Animation Licensing Consumption Value by Merchandise Type (2027-2032) & (USD Million)

Table 90. Europe Film and Animation Licensing Consumption Value by Country (2021-2026) & (USD Million)

Table 91. Europe Film and Animation Licensing Consumption Value by Country (2027-2032) & (USD Million)

Table 92. Asia-Pacific Film and Animation Licensing Consumption Value by Media Type (2021-2026) & (USD Million)

Table 93. Asia-Pacific Film and Animation Licensing Consumption Value by Media Type (2027-2032) & (USD Million)

Table 94. Asia-Pacific Film and Animation Licensing Consumption Value by Merchandise Type (2021-2026) & (USD Million)

Table 95. Asia-Pacific Film and Animation Licensing Consumption Value by Merchandise Type (2027-2032) & (USD Million)

Table 96. Asia-Pacific Film and Animation Licensing Consumption Value by Region (2021-2026) & (USD Million)

Table 97. Asia-Pacific Film and Animation Licensing Consumption Value by Region (2027-2032) & (USD Million)

Table 98. South America Film and Animation Licensing Consumption Value by Media Type (2021-2026) & (USD Million)

Table 99. South America Film and Animation Licensing Consumption Value by Media Type (2027-2032) & (USD Million)

Table 100. South America Film and Animation Licensing Consumption Value by Merchandise Type (2021-2026) & (USD Million)

Table 101. South America Film and Animation Licensing Consumption Value by Merchandise Type (2027-2032) & (USD Million)

Table 102. South America Film and Animation Licensing Consumption Value by Country (2021-2026) & (USD Million)

Table 103. South America Film and Animation Licensing Consumption Value by Country (2027-2032) & (USD Million)

Table 104. Middle East & Africa Film and Animation Licensing Consumption Value by Media Type (2021-2026) & (USD Million)

Table 105. Middle East & Africa Film and Animation Licensing Consumption Value by Media Type (2027-2032) & (USD Million)

Table 106. Middle East & Africa Film and Animation Licensing Consumption Value by Merchandise Type (2021-2026) & (USD Million)

Table 107. Middle East & Africa Film and Animation Licensing Consumption Value by Merchandise Type (2027-2032) & (USD Million)

Table 108. Middle East & Africa Film and Animation Licensing Consumption Value by Country (2021-2026) & (USD Million)

Table 109. Middle East & Africa Film and Animation Licensing Consumption Value by Country (2027-2032) & (USD Million)

Table 110. Global Key Players of Film and Animation Licensing Upstream (Raw Materials)

Table 111. Global Film and Animation Licensing Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Film and Animation Licensing Picture
- Figure 2. Global Film and Animation Licensing Consumption Value by Media Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Film and Animation Licensing Consumption Value Market Share by Media Type in 2025
- Figure 4. Film Licensing
- Figure 5. Animation Licensing
- Figure 6. Global Film and Animation Licensing Consumption Value by Licensing Type, (USD Million), 2021 & 2025 & 2032
- Figure 7. Global Film and Animation Licensing Consumption Value Market Share by Licensing Type in 2025
- Figure 8. Exclusive Licensing
- Figure 9. Non-Exclusive Licensing
- Figure 10. Global Film and Animation Licensing Consumption Value by Contract Structure, (USD Million), 2021 & 2025 & 2032
- Figure 11. Global Film and Animation Licensing Consumption Value Market Share by Contract Structure in 2025
- Figure 12. Royalty-Based Licensing
- Figure 13. Fixed Fee Licensing
- Figure 14. Revenue Sharing Licensing
- Figure 15. Hybrid Licensing Model
- Figure 16. Global Film and Animation Licensing Consumption Value by Merchandise Type, (USD Million), 2021 & 2025 & 2032
- Figure 17. Film and Animation Licensing Consumption Value Market Share by Merchandise Type in 2025
- Figure 18. Toys Picture
- Figure 19. Apparel Picture
- Figure 20. Entertainment & Media Picture
- Figure 21. Home Products Picture
- Figure 22. Others Picture
- Figure 23. Global Film and Animation Licensing Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 24. Global Film and Animation Licensing Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 25. Global Market Film and Animation Licensing Consumption Value (USD

Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 26. Global Film and Animation Licensing Consumption Value Market Share by Region (2021-2032)

Figure 27. Global Film and Animation Licensing Consumption Value Market Share by Region in 2025

Figure 28. North America Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 29. Europe Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 30. Asia-Pacific Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 31. South America Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 32. Middle East & Africa Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 33. Company Three Recent Developments and Future Plans

Figure 34. Global Film and Animation Licensing Revenue Share by Players in 2025

Figure 35. Film and Animation Licensing Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 36. Market Share of Film and Animation Licensing by Player Revenue in 2025

Figure 37. Top 3 Film and Animation Licensing Players Market Share in 2025

Figure 38. Top 6 Film and Animation Licensing Players Market Share in 2025

Figure 39. Global Film and Animation Licensing Consumption Value Share by Media Type (2021-2026)

Figure 40. Global Film and Animation Licensing Market Share Forecast by Media Type (2027-2032)

Figure 41. Global Film and Animation Licensing Consumption Value Share by Merchandise Type (2021-2026)

Figure 42. Global Film and Animation Licensing Market Share Forecast by Merchandise Type (2027-2032)

Figure 43. North America Film and Animation Licensing Consumption Value Market Share by Media Type (2021-2032)

Figure 44. North America Film and Animation Licensing Consumption Value Market Share by Merchandise Type (2021-2032)

Figure 45. North America Film and Animation Licensing Consumption Value Market Share by Country (2021-2032)

Figure 46. United States Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 47. Canada Film and Animation Licensing Consumption Value (2021-2032) &

(USD Million)

Figure 48. Mexico Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 49. Europe Film and Animation Licensing Consumption Value Market Share by Media Type (2021-2032)

Figure 50. Europe Film and Animation Licensing Consumption Value Market Share by Merchandise Type (2021-2032)

Figure 51. Europe Film and Animation Licensing Consumption Value Market Share by Country (2021-2032)

Figure 52. Germany Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 53. France Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 54. United Kingdom Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 55. Russia Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 56. Italy Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 57. Asia-Pacific Film and Animation Licensing Consumption Value Market Share by Media Type (2021-2032)

Figure 58. Asia-Pacific Film and Animation Licensing Consumption Value Market Share by Merchandise Type (2021-2032)

Figure 59. Asia-Pacific Film and Animation Licensing Consumption Value Market Share by Region (2021-2032)

Figure 60. China Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 61. Japan Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 62. South Korea Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 63. India Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 64. Southeast Asia Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 65. Australia Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 66. South America Film and Animation Licensing Consumption Value Market Share by Media Type (2021-2032)

Figure 67. South America Film and Animation Licensing Consumption Value Market Share by Merchandise Type (2021-2032)

Figure 68. South America Film and Animation Licensing Consumption Value Market Share by Country (2021-2032)

Figure 69. Brazil Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 70. Argentina Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 71. Middle East & Africa Film and Animation Licensing Consumption Value Market Share by Media Type (2021-2032)

Figure 72. Middle East & Africa Film and Animation Licensing Consumption Value Market Share by Merchandise Type (2021-2032)

Figure 73. Middle East & Africa Film and Animation Licensing Consumption Value Market Share by Country (2021-2032)

Figure 74. Turkey Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 75. Saudi Arabia Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 76. UAE Film and Animation Licensing Consumption Value (2021-2032) & (USD Million)

Figure 77. Film and Animation Licensing Market Drivers

Figure 78. Film and Animation Licensing Market Restraints

Figure 79. Film and Animation Licensing Market Trends

Figure 80. Porters Five Forces Analysis

Figure 81. Film and Animation Licensing Industrial Chain

Figure 82. Methodology

Figure 83. Research Process and Data Source

## I would like to order

Product name: Global Film and Animation Licensing Market 2026 by Company, Regions, Type and Application, Forecast to 2032

Product link: <https://marketpublishers.com/r/G22D81E5162BEN.html>

Price: US\$ 3,480.00 (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/G22D81E5162BEN.html>