

Global Game IP Licensing Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Game IP Licensing market size was valued at US\$ 36491 million in 2025 and is forecast to a readjusted size of US\$ 65704 million by 2032 with a CAGR of 8.6% during review period.

Game IP Licensing refers to the process by which intellectual property (IP) owners of video games?such as characters, worlds, storylines, and branding elements?grant legal rights to third parties to use these assets in exchange for fees or royalties, enabling commercialization across merchandise, media adaptations, collaborations, and derivative content while maintaining ownership and control over the original intellectual property.

The game IP licensing industry chain begins upstream with game developers, studios, and publishers who create and own intellectual property assets including characters and storylines, followed by midstream licensing agencies, legal firms, and brand managers that structure agreements, manage rights, and facilitate partnerships, while downstream consists of manufacturers, media companies, digital platforms, and retailers that utilize licensed game IP in merchandise, adaptations, collaborations, and promotional activities to generate revenue, enhance brand visibility, and expand audience engagement across global entertainment, gaming, and consumer markets through diversified commercialization channels.

Globally, numerous projects under construction and planning involve expansion of game IP into cross-media franchises including film and television adaptations, development of spin-off mobile and online games, collaborations with global consumer brands for merchandise lines, creation of themed entertainment venues and esports events, and investment in metaverse platforms and virtual worlds where game IP can

be monetized through digital assets and experiences, with companies focusing on building long-term ecosystems around popular franchises, enhancing fan engagement, and diversifying revenue streams through strategic licensing partnerships and global market expansion initiatives.

2025 Global Market Market Average Gross Profit Margin: 58%.

Market development summary: The game IP licensing market has shown a trend of sustained growth in recent years, mainly benefiting from the global expansion of the game industry, the rise of cross-border cooperation and the prosperity of the derivatives market. Game IP is not only limited to the game itself, but has penetrated into multiple fields such as film and television, animation, toys, clothing, novels, theme parks, etc., becoming an important part of the global entertainment industry.

Regional analysis: The game IP licensing market shows a global development trend, but the main growth momentum comes from North America, Asia and Europe. The United States is the core of the global game IP licensing market and has many top game companies. Streaming media platforms such as Disney and Netflix are actively deploying game adaptation film and television projects. American consumers have a high acceptance of game IP peripheral products, especially the markets for trendy toys, clothing, and collectibles are active. Japan is a major IP licensing country in the world and has many well-known IPs. The Chinese market is growing rapidly, and giants such as Tencent and NetEase have expanded the game ecosystem through IP licensing, such as 'Honor of Kings' and McDonald's, 'Onmyoji' and luxury brands. South Korea's game IP licensing business revolves around 'League of Legends' and 'Dungeon and Warriors', covering e-sports, clothing, peripheral products, etc. The European market is dominated by e-sports and PC games. Theme parks and physical entertainment projects are developing rapidly, such as the combination of the Harry Potter theme park in the UK and game IP.

Market competition analysis: At present, the game IP licensing market is highly competitive, mainly divided into different types of competitors such as large game companies, IP licensing platforms, derivative companies, and film and television companies.

Market development opportunities: As the global game market size exceeds US\$200 billion, the commercial value of popular game IPs continues to rise. In recent years, successful cases such as 'The Last of Us' and 'Super Mario Movie' have driven more game IPs to enter the film and television industry, driving market growth. Clothing, toys,

food and other industries cooperate with game IPs, such as Nike and 'Fortnite' joint products, Lego and 'Minecraft' cooperative products. The rise of e-sports events and game live broadcast platforms has made IP licensing involve more areas, such as the sponsorship of the 'League of Legends' global finals and the market for licensed derivatives. In 2024, the release of several popular game adaptations of film and television works is expected to further promote the growth of the IP licensing market. The application of game IP in virtual reality (VR), augmented reality (AR) and other fields will create more licensing opportunities.

Market risks: The licensing of game IP involves complex legal issues, and copyright disputes may affect business operations. Excessive licensing may lead to market saturation and IP depreciation. The game market changes rapidly, and the life cycle of some IPs is short, making it difficult to make profits in the long term. Global economic fluctuations may reduce consumer demand for game IP-related products.

Latest developments: Microsoft acquires Activision Blizzard (US\$68.7 billion) - further expands the game IP library and improves the competitiveness of the IP licensing market. Sony invests in game IP adaptation film and television - plans to launch more game IP adaptation film and television works in 2024, such as 'Ghost of Tsushima'. Tencent deploys overseas IP licensing - expands IP licensing business by investing in game companies in Japan, Europe and the United States. Netflix continues to develop game IP - launch more game adaptation film and television works, and develop interactive game content.

This report is a detailed and comprehensive analysis for global Game IP Licensing market. Both quantitative and qualitative analyses are presented by company, by region & country, by Licensed Game Assets 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 Game IP Licensing market size and forecasts, in consumption value (\$ Million), 2021-2032

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

Global Game IP Licensing market size and forecasts, by Licensed Game Assets and by Merchandise Type, in consumption value (\$ Million), 2021-2032

Global Game IP 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 Game IP 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 Game IP 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 Bandai Namco Entertainment, Nintendo, Sony Interactive Entertainment, Gearbox Software, Microsoft Game, The Pok?mon Company, Take-Two Interactive, SEGA, Capcom, Square Enix, etc.

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

Market segmentation

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

Market segment by Licensed Game Assets

Character Licensing

Music Licensing

Lore Licensing

Others

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

Bandai Namco Entertainment

Nintendo

Sony Interactive Entertainment

Gearbox Software

Microsoft Game

The Pok?mon Company

Take-Two Interactive

SEGA

Capcom

Square Enix

Ubisoft

Embracer Group

The Tetris Company

Bushiroad Inc

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 Game IP Licensing product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Game IP 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 Licensed Game Assets and by Merchandise Type, with consumption value and growth rate by Licensed Game Assets, 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 Game IP Licensing market forecast, by regions, by Licensed Game Assets 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 Game IP Licensing.

Chapter 13, to describe Game IP Licensing research findings and conclusion.

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