

# Global Licensed Entertainment and Character Merchandise Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G557C6900280EN.html>

Date: January 2026

Pages: 130

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

ID: G557C6900280EN

## Abstracts

According to our (Global Info Research) latest study, the global Licensed Entertainment and Character Merchandise market size was valued at US\$ 186750 million in 2025 and is forecast to a readjusted size of US\$ 290900 million by 2032 with a CAGR of 6.6% during review period.

Licensed Entertainment and Character Merchandise refers to a series of products developed and sold under a licensing agreement using the intellectual property (IP) of entertainment franchises or fictional characters. These products are closely cantered on popular media content, such as movies, TV shows, video games, books, and cartoons, and often incorporate iconic character images, logos, or symbolic elements from these works. Some examples of licensed entertainment and character merchandise: Toys, Clothing accessories, Home decoration, Other products. These products not only enrich market choices, but also allow consumers to own and share their passion for their favourite entertainment content in a physical form. Note: In this report, Market Size refers to retail sales.

The Licensed Entertainment and Character Merchandise industry chain begins upstream with IP creation and ownership?including film/TV studios, animation companies, game developers, sports clubs, and influencers?followed by midstream licensing agencies, product designers, OEM/ODM manufacturers, and cross-industry co-branding partners, and ends downstream with global retailers, e-commerce platforms, social-commerce channels, theme parks, pop-up experiences, and consumer communities, creating a full ecosystem where IP value is monetized through merchandise production, multi-channel distribution, and fan-driven repeat consumption across physical and digital goods.

Key ongoing and planned global projects in the Licensed Entertainment and Character Merchandise sector include major studios expanding multi-platform IP universes, new anime/game franchises launching global licensing programs, retail groups opening character-themed megastores and immersive pop-up spaces, manufacturers investing in eco-materials and flexible production lines, e-commerce giants building IP-specific flagship zones, and theme-park operators constructing new IP-themed attractions, all aimed at accelerating cross-media storytelling, enriching merchandising SKU depth, and enhancing consumer engagement through high-frequency experiential and digital interaction touchpoints.

2024 Global Market Average Gross Profit Margin: 38%.

The Licensed Entertainment and Character Merchandise market has expanded steadily in recent years, driven by the global boom in entertainment IP, the rise of streaming platforms, and the increasing willingness of consumers to purchase emotionally resonant character products. Demand growth is fueled by multi-genre IP ecosystems—film, TV, anime, gaming, sports, and influencers—which provide a constant pipeline of content and new characters that refresh consumer interest. Regionally, North America remains the largest market due to strong Hollywood IP resources, mature licensing systems, and high per-capita spending, while Asia-Pacific is the fastest-growing region, especially China, Japan, and South Korea, where anime, gaming, and pop-idol cultures are major consumption drivers. Europe maintains stable demand, driven by heritage brands, football clubs, and cultural IP collaborations, although purchasing behavior is more fragmented across markets. Growth opportunities continue to emerge from digital goods, virtual idols, and cross-platform licensing, where IP owners extend monetization beyond physical merchandise into skins, avatars, NFTs, and mobile games. However, the market faces increasing risks such as high dependence on hit IP releases, shortened IP life cycles, complex cross-border licensing management, and rising regulatory scrutiny over data, environmental compliance, and labor standards.

Consumer preferences are shifting toward premium collectibles, limited editions, and art-designer collaborations, which elevate the role of scarcity marketing and trend-driven product drops. At the same time, mass-market demand remains strong for affordable items like apparel, stationery, FMCG collaborations, and household goods that deliver daily visibility of beloved characters. The competitive landscape is becoming more polarized, with global licensors such as Disney, Universal, Warner Bros., Sanrio, and major game publishers dominating top-tier global IP, while regional licensors, art toy

creators, and local culture IP players compete for niche communities. Manufacturing partners are also consolidating, with leading OEM/ODM suppliers gaining an advantage through speed-to-market, flexible low-MOQ production, and sustainability-aligned materials. E-commerce and social commerce have fundamentally reshaped the sales model, enabling IP owners to reach consumers directly, run pop-up events, and leverage influencers for exposure. On the risk side, market saturation of similar collaboration products and IP fatigue can reduce consumer excitement, requiring licensors to innovate in storytelling and product design. The long-term outlook remains positive, supported by global fan-economy expansion, cross-industry collaboration, and stronger integration of digital and physical IP merchandising ecosystems.

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

Global Licensed Entertainment and Character Merchandise market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Licensed Entertainment and Character Merchandise market size and forecasts, by Entertainment and Character Types and by Merchandise Types, in consumption value (\$ Million), 2021-2032

Global Licensed Entertainment and Character Merchandise 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 Licensed Entertainment and Character Merchandise

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 Licensed Entertainment and Character Merchandise 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, Mattel, Paramount, NBCUniversal, Toei Animation, Sanrio, Authentic Brands Group, etc.

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

### Market segmentation

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

### Market segment by Entertainment and Character Types

Movies & TV Shows

Animation & Cartoons

Games

Others

### Market segment by Target Consumer Group

Infants & Children

Teens & Young Adults

Adult Fans & Core Collectors

Family & Parent?Child Segment

Corporate / B2B Clients

#### Market segment by Sales Channel

Offline Mass Retail

Specialty & Trendy Stores

E-commerce Platforms

Social Commerce & Livestreaming

Theme Parks, Events & Pop-Ups

B2B / Corporate Channels

#### Market segment by Merchandise Types

Toys

Apparel

Entertainment & Media

Home Products

Others

#### Market segment by players, this report covers

The Walt Disney Company

Hasbro

Warner Bros. Discovery

The Pok?mon Company

Mattel

Paramount

NBCUniversal

Toei Animation

Sanrio

Authentic Brands Group

WildBrain

Bandai Namco Entertainment

Jazwares

Sony

Spin Master

SEGA Corporation

Toho

Moomin Characters

Alpha Group

Shanghai Tianluo Bank Brand Management Co

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 Licensed Entertainment and Character Merchandise product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Licensed Entertainment and Character Merchandise, with revenue, gross margin, and global market share of Licensed Entertainment and Character Merchandise from 2021 to 2026.

Chapter 3, the Licensed Entertainment and Character Merchandise 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 Entertainment and Character Types and by Merchandise Types, with consumption value and growth rate by Entertainment and Character Types, by Merchandise Types, 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 Licensed Entertainment and Character Merchandise market forecast, by regions, by Entertainment and Character Types and by Merchandise Types, 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 Licensed Entertainment and Character Merchandise.

Chapter 13, to describe Licensed Entertainment and Character Merchandise research findings and conclusion.

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