

# **Global Licensed Merchandise Market 2024 by Company, Regions, Type and Application, Forecast to 2030**

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## **Abstracts**

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.

According to our (Global Info Research) latest study, the global Licensed Merchandise market size was valued at US\$ 305400 million in 2023 and is forecast to a readjusted size of USD 406800 million by 2030 with a CAGR of 4.2% during review period.

Global key players of licensed merchandise include The Walt Disney Company, Meredith Corporation, PVH Corp., Authentic Brands Group, WarnerMedia, etc. The top five players hold a share about 46%. Service providers are mainly located in Europe, North America and Japan, they occupied for a share over 72%. North America is the largest market, has a share about 58%, followed by Europe and Asia-Pacific, with share 22% and 14%, separately.

This report is a detailed and comprehensive analysis for global Licensed Merchandise

market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. 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 2024, are provided.

#### Key Features:

Global Licensed Merchandise market size and forecasts, in consumption value (\$ Million), 2019-2030

Global Licensed Merchandise market size and forecasts by region and country, in consumption value (\$ Million), 2019-2030

Global Licensed Merchandise market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2019-2030

Global Licensed Merchandise market shares of main players, in revenue (\$ Million), 2019-2024

#### 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 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 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, Meredith Corporation, PVH Corp., Iconix Brand Group, Authentic Brands Group, Universal Brand Development, Nickelodeon (ViacomCBS), Major League Baseball, Learfield IMG College, Sanrio, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

## Market segmentation

Licensed Merchandise 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. This analysis can help you expand your business by targeting qualified niche markets.

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## 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

Meredith Corporation

PVH Corp.

Iconix Brand Group

Authentic Brands Group

Universal Brand Development

Nickelodeon (ViacomCBS)

Major League Baseball

Learfield IMG College

Sanrio

Sequential Brands Group

Hasbro

General Motors

National Basketball Association

Electrolux

National Football League

WarnerMedia

The Pok?mon Company International

Procter & Gamble

Ferrari

Ralph Lauren

Mattel

Ford Motor Company

BBC Worldwide

The Hershey Company

Stanley Black & Decker

PGA Tour

National Hockey League

Sunkist Growers

WWE

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

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

Chapter 3, the Licensed 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 Type and by Application, with consumption value and growth rate by Type, by 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 Licensed Merchandise market forecast, by regions, by Type and by Application, with consumption value, from 2024 to 2030.

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 Merchandise.

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

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