

Global Licensed Merchandise Production, Demand and Key Producers, 2022-2028

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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.

This report studies the global Licensed Merchandise demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Licensed Merchandise, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2021 as the base year. This report explores demand trends and competition, as well as details the characteristics of Licensed Merchandise that contribute to its increasing demand across many markets.

The global Licensed Merchandise market size is expected to reach \$ 377260 million by 2028, rising at a market growth of 4.1% CAGR during the forecast period (2022-2028).

Highlights and key features of the study

Global Licensed Merchandise total market, 2017-2028, (USD Million)

Global Licensed Merchandise total market by region & country, CAGR, 2017-2028, (USD Million)

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

Global Licensed Merchandise revenue by player and market share 2017-2022, (USD Million)

Global Licensed Merchandise total market by Type, CAGR, 2017-2028, (USD Million)

Global Licensed Merchandise total market by Application, CAGR, 2017-2028, (USD Million)

This reports profiles major 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 and Learfield IMG College, 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 Licensed Merchandise 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 2017-2028 by year with 2021 as the base year, 2022 as the estimate year, and 2028 as the forecast year.

Global Licensed Merchandise Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Licensed Merchandise Market, Segmentation by Type

Apparels

Toys

Accessories

Home Decoration

Software/Video Games

Food and Beverage

Others

Global Licensed Merchandise Market, Segmentation by Application

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global Licensed Merchandise market?
2. What is the demand of the global Licensed Merchandise market?
3. What is the year over year growth of the global Licensed Merchandise market?

4. What is the total value of the global Licensed Merchandise market?
5. Who are the major players in the global Licensed Merchandise market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Licensed Merchandise Introduction
- 1.2 World Licensed Merchandise Market Size & Forecast (2017 & 2021 & 2028)
- 1.3 World Licensed Merchandise Total Market by Region
 - 1.3.1 World Licensed Merchandise Market Size by Region (2017-2028)
 - 1.3.2 United States Licensed Merchandise Market Size (2017-2028)
 - 1.3.3 China Licensed Merchandise Market Size (2017-2028)
 - 1.3.4 Europe Licensed Merchandise Market Size (2017-2028)
 - 1.3.5 Japan Licensed Merchandise Market Size (2017-2028)
 - 1.3.6 South Korea Licensed Merchandise Market Size (2017-2028)
 - 1.3.7 ASEAN Licensed Merchandise Market Size (2017-2028)
 - 1.3.8 India Licensed Merchandise Market Size (2017-2028)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Licensed Merchandise Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Licensed Merchandise Major Market Trends
- 1.5 Influence of COVID-19 and Russia-Ukraine War
 - 1.5.1 Influence of COVID-19
 - 1.5.2 Influence of Russia-Ukraine War

2 WORLD LICENSED MERCHANDISE COMPANIES COMPETITIVE ANALYSIS

- 2.1 World Licensed Merchandise Revenue by Player (2017-2022)
- 2.2 Industry Rank and Concentration Rate (CR)
 - 2.2.1 Global Licensed Merchandise Industry Rank of Major Players
 - 2.2.2 Global Concentration Ratios (CR4) for Licensed Merchandise in 2021
 - 2.2.3 Global Concentration Ratios (CR8) for Licensed Merchandise in 2021
- 2.3 Licensed Merchandise Company Evaluation Quadrant
- 2.4 Licensed Merchandise Market: Overall Company Footprint Analysis
 - 2.4.1 Licensed Merchandise Market: Region Footprint
 - 2.4.2 Licensed Merchandise Market: Company Product Type Footprint
 - 2.4.3 Licensed Merchandise Market: Company Product Application Footprint
- 2.5 Competitive Environment
 - 2.5.1 Historical Structure of the Industry
 - 2.5.2 Barriers of Market Entry
 - 2.5.3 Factors of Competition

2.6 Mergers, Acquisitions Activity

3 UNITED STATES VS CHINA VS REST OF THE WORLD

3.1 United States VS China: Licensed Merchandise Market Comparison

3.1.1 United States VS China: Licensed Merchandise Market Size Comparison (2017 & 2021 & 2028)

3.1.2 United States VS China: Licensed Merchandise Market Size Market Share Comparison (2017 & 2021 & 2028)

3.2 United States Licensed Merchandise Major Players and Market Share, 2017-2022

3.2.1 Major Players of Licensed Merchandise in United States, Headquarters (States, Country)

3.2.2 United States Licensed Merchandise Revenue by Domestic Player, (2017-2022)

3.3 China Licensed Merchandise Major Players and Market Share, 2017-2022

3.3.1 Major Players of Licensed Merchandise in China, Headquarters (Province, Country)

3.3.2 China Licensed Merchandise Revenue by Domestic Player, (2017-2022)

3.4 Rest of World Licensed Merchandise Major Players and Market Share, 2017-2022

3.4.1 Major Players of Licensed Merchandise in Rest of World, Headquarters (State, Country)

3.4.2 Rest of World Licensed Merchandise Revenue by Domestic Player, (2017-2022)

4 MARKET ANALYSIS BY TYPE

4.1 World Licensed Merchandise Market Size Overview by Type: 2017 VS 2021 VS 2028

4.2 Segment Introduction by Type

4.2.1 Apparels

4.2.2 Toys

4.2.3 Accessories

4.2.4 Home Decoration

4.2.5 Software/Video Games

4.2.6 Food and Beverage

4.2.7 Others

4.3 Market Segment by Type

4.3.1 World Licensed Merchandise Market Size by Type (2017-2022)

4.3.2 World Licensed Merchandise Market Size by Type (2023-2028)

4.3.3 World Licensed Merchandise Market Size Market Share by Type (2017-2028)

5 MARKET ANALYSIS BY APPLICATION

5.1 World Licensed Merchandise Market Size Overview by Application: 2017 VS 2021 VS 2028

5.2 Segment Introduction by Application

5.2.1 Entertainment

5.2.2 Corporate Trademarks/Brand

5.2.3 Fashion

5.2.4 Sports

5.2.5 Sports

5.3 Market Segment by Application

5.3.1 World Licensed Merchandise Market Size by Application (2017-2022)

5.3.2 World Licensed Merchandise Market Size by Application (2023-2028)

5.3.3 World Licensed Merchandise Market Size by Application (2017-2028)

6 COMPANY PROFILES

6.1 The Walt Disney Company

6.1.1 The Walt Disney Company Details

6.1.2 The Walt Disney Company Major Business

6.1.3 The Walt Disney Company Licensed Merchandise Product and Services

6.1.4 The Walt Disney Company Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.1.5 The Walt Disney Company Recent Developments/Updates

6.1.6 The Walt Disney Company Competitive Strengths & Weaknesses

6.2 Meredith Corporation

6.2.1 Meredith Corporation Details

6.2.2 Meredith Corporation Major Business

6.2.3 Meredith Corporation Licensed Merchandise Product and Services

6.2.4 Meredith Corporation Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.2.5 Meredith Corporation Recent Developments/Updates

6.2.6 Meredith Corporation Competitive Strengths & Weaknesses

6.3 PVH Corp.

6.3.1 PVH Corp. Details

6.3.2 PVH Corp. Major Business

6.3.3 PVH Corp. Licensed Merchandise Product and Services

6.3.4 PVH Corp. Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

- 6.3.5 PVH Corp. Recent Developments/Updates
- 6.3.6 PVH Corp. Competitive Strengths & Weaknesses
- 6.4 Iconix Brand Group
 - 6.4.1 Iconix Brand Group Details
 - 6.4.2 Iconix Brand Group Major Business
 - 6.4.3 Iconix Brand Group Licensed Merchandise Product and Services
 - 6.4.4 Iconix Brand Group Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
 - 6.4.5 Iconix Brand Group Recent Developments/Updates
 - 6.4.6 Iconix Brand Group Competitive Strengths & Weaknesses
- 6.5 Authentic Brands Group
 - 6.5.1 Authentic Brands Group Details
 - 6.5.2 Authentic Brands Group Major Business
 - 6.5.3 Authentic Brands Group Licensed Merchandise Product and Services
 - 6.5.4 Authentic Brands Group Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
 - 6.5.5 Authentic Brands Group Recent Developments/Updates
 - 6.5.6 Authentic Brands Group Competitive Strengths & Weaknesses
- 6.6 Universal Brand Development
 - 6.6.1 Universal Brand Development Details
 - 6.6.2 Universal Brand Development Major Business
 - 6.6.3 Universal Brand Development Licensed Merchandise Product and Services
 - 6.6.4 Universal Brand Development Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
 - 6.6.5 Universal Brand Development Recent Developments/Updates
 - 6.6.6 Universal Brand Development Competitive Strengths & Weaknesses
- 6.7 Nickelodeon (ViacomCBS)
 - 6.7.1 Nickelodeon (ViacomCBS) Details
 - 6.7.2 Nickelodeon (ViacomCBS) Major Business
 - 6.7.3 Nickelodeon (ViacomCBS) Licensed Merchandise Product and Services
 - 6.7.4 Nickelodeon (ViacomCBS) Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
 - 6.7.5 Nickelodeon (ViacomCBS) Recent Developments/Updates
 - 6.7.6 Nickelodeon (ViacomCBS) Competitive Strengths & Weaknesses
- 6.8 Major League Baseball
 - 6.8.1 Major League Baseball Details
 - 6.8.2 Major League Baseball Major Business
 - 6.8.3 Major League Baseball Licensed Merchandise Product and Services
 - 6.8.4 Major League Baseball Licensed Merchandise Revenue, Gross Margin and

Market Share (2017-2022)

6.8.5 Major League Baseball Recent Developments/Updates

6.8.6 Major League Baseball Competitive Strengths & Weaknesses

6.9 Learfield IMG College

6.9.1 Learfield IMG College Details

6.9.2 Learfield IMG College Major Business

6.9.3 Learfield IMG College Licensed Merchandise Product and Services

6.9.4 Learfield IMG College Licensed Merchandise Revenue, Gross Margin and

Market Share (2017-2022)

6.9.5 Learfield IMG College Recent Developments/Updates

6.9.6 Learfield IMG College Competitive Strengths & Weaknesses

6.10 Sanrio

6.10.1 Sanrio Details

6.10.2 Sanrio Major Business

6.10.3 Sanrio Licensed Merchandise Product and Services

6.10.4 Sanrio Licensed Merchandise Revenue, Gross Margin and Market Share

(2017-2022)

6.10.5 Sanrio Recent Developments/Updates

6.10.6 Sanrio Competitive Strengths & Weaknesses

6.11 Sequential Brands Group

6.11.1 Sequential Brands Group Details

6.11.2 Sequential Brands Group Major Business

6.11.3 Sequential Brands Group Licensed Merchandise Product and Services

6.11.4 Sequential Brands Group Licensed Merchandise Revenue, Gross Margin and

Market Share (2017-2022)

6.11.5 Sequential Brands Group Recent Developments/Updates

6.11.6 Sequential Brands Group Competitive Strengths & Weaknesses

6.12 Hasbro

6.12.1 Hasbro Details

6.12.2 Hasbro Major Business

6.12.3 Hasbro Licensed Merchandise Product and Services

6.12.4 Hasbro Licensed Merchandise Revenue, Gross Margin and Market Share

(2017-2022)

6.12.5 Hasbro Recent Developments/Updates

6.12.6 Hasbro Competitive Strengths & Weaknesses

6.13 General Motors

6.13.1 General Motors Details

6.13.2 General Motors Major Business

6.13.3 General Motors Licensed Merchandise Product and Services

6.13.4 General Motors Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.13.5 General Motors Recent Developments/Updates

6.13.6 General Motors Competitive Strengths & Weaknesses

6.14 National Basketball Association

6.14.1 National Basketball Association Details

6.14.2 National Basketball Association Major Business

6.14.3 National Basketball Association Licensed Merchandise Product and Services

6.14.4 National Basketball Association Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.14.5 National Basketball Association Recent Developments/Updates

6.14.6 National Basketball Association Competitive Strengths & Weaknesses

6.15 Electrolux

6.15.1 Electrolux Details

6.15.2 Electrolux Major Business

6.15.3 Electrolux Licensed Merchandise Product and Services

6.15.4 Electrolux Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.15.5 Electrolux Recent Developments/Updates

6.15.6 Electrolux Competitive Strengths & Weaknesses

6.16 National Football League

6.16.1 National Football League Details

6.16.2 National Football League Major Business

6.16.3 National Football League Licensed Merchandise Product and Services

6.16.4 National Football League Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.16.5 National Football League Recent Developments/Updates

6.16.6 National Football League Competitive Strengths & Weaknesses

6.17 WarnerMedia

6.17.1 WarnerMedia Details

6.17.2 WarnerMedia Major Business

6.17.3 WarnerMedia Licensed Merchandise Product and Services

6.17.4 WarnerMedia Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.17.5 WarnerMedia Recent Developments/Updates

6.17.6 WarnerMedia Competitive Strengths & Weaknesses

6.18 The Pok?mon Company International

6.18.1 The Pok?mon Company International Details

6.18.2 The Pok?mon Company International Major Business

6.18.3 The Pok?mon Company International Licensed Merchandise Product and Services

6.18.4 The Pok?mon Company International Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.18.5 The Pok?mon Company International Recent Developments/Updates

6.18.6 The Pok?mon Company International Competitive Strengths & Weaknesses

6.19 Procter & Gamble

6.19.1 Procter & Gamble Details

6.19.2 Procter & Gamble Major Business

6.19.3 Procter & Gamble Licensed Merchandise Product and Services

6.19.4 Procter & Gamble Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.19.5 Procter & Gamble Recent Developments/Updates

6.19.6 Procter & Gamble Competitive Strengths & Weaknesses

6.20 Ferrari

6.20.1 Ferrari Details

6.20.2 Ferrari Major Business

6.20.3 Ferrari Licensed Merchandise Product and Services

6.20.4 Ferrari Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.20.5 Ferrari Recent Developments/Updates

6.20.6 Ferrari Competitive Strengths & Weaknesses

6.21 Ralph Lauren

6.21.1 Ralph Lauren Details

6.21.2 Ralph Lauren Major Business

6.21.3 Ralph Lauren Licensed Merchandise Product and Services

6.21.4 Ralph Lauren Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.21.5 Ralph Lauren Recent Developments/Updates

6.21.6 Ralph Lauren Competitive Strengths & Weaknesses

6.22 Mattel

6.22.1 Mattel Details

6.22.2 Mattel Major Business

6.22.3 Mattel Licensed Merchandise Product and Services

6.22.4 Mattel Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.22.5 Mattel Recent Developments/Updates

6.22.6 Mattel Competitive Strengths & Weaknesses

6.23 Ford Motor Company

- 6.23.1 Ford Motor Company Details
- 6.23.2 Ford Motor Company Major Business
- 6.23.3 Ford Motor Company Licensed Merchandise Product and Services
- 6.23.4 Ford Motor Company Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
- 6.23.5 Ford Motor Company Recent Developments/Updates
- 6.23.6 Ford Motor Company Competitive Strengths & Weaknesses
- 6.24 BBC Worldwide
 - 6.24.1 BBC Worldwide Details
 - 6.24.2 BBC Worldwide Major Business
 - 6.24.3 BBC Worldwide Licensed Merchandise Product and Services
 - 6.24.4 BBC Worldwide Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
 - 6.24.5 BBC Worldwide Recent Developments/Updates
 - 6.24.6 BBC Worldwide Competitive Strengths & Weaknesses
- 6.25 The Hershey Company
 - 6.25.1 The Hershey Company Details
 - 6.25.2 The Hershey Company Major Business
 - 6.25.3 The Hershey Company Licensed Merchandise Product and Services
 - 6.25.4 The Hershey Company Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
 - 6.25.5 The Hershey Company Recent Developments/Updates
 - 6.25.6 The Hershey Company Competitive Strengths & Weaknesses
- 6.26 Stanley Black & Decker
 - 6.26.1 Stanley Black & Decker Details
 - 6.26.2 Stanley Black & Decker Major Business
 - 6.26.3 Stanley Black & Decker Licensed Merchandise Product and Services
 - 6.26.4 Stanley Black & Decker Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
 - 6.26.5 Stanley Black & Decker Recent Developments/Updates
 - 6.26.6 Stanley Black & Decker Competitive Strengths & Weaknesses
- 6.27 PGA Tour
 - 6.27.1 PGA Tour Details
 - 6.27.2 PGA Tour Major Business
 - 6.27.3 PGA Tour Licensed Merchandise Product and Services
 - 6.27.4 PGA Tour Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)
 - 6.27.5 PGA Tour Recent Developments/Updates
 - 6.27.6 PGA Tour Competitive Strengths & Weaknesses

6.28 National Hockey League

6.28.1 National Hockey League Details

6.28.2 National Hockey League Major Business

6.28.3 National Hockey League Licensed Merchandise Product and Services

6.28.4 National Hockey League Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.28.5 National Hockey League Recent Developments/Updates

6.28.6 National Hockey League Competitive Strengths & Weaknesses

6.29 Sunkist Growers

6.29.1 Sunkist Growers Details

6.29.2 Sunkist Growers Major Business

6.29.3 Sunkist Growers Licensed Merchandise Product and Services

6.29.4 Sunkist Growers Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.29.5 Sunkist Growers Recent Developments/Updates

6.29.6 Sunkist Growers Competitive Strengths & Weaknesses

6.30 WWE

6.30.1 WWE Details

6.30.2 WWE Major Business

6.30.3 WWE Licensed Merchandise Product and Services

6.30.4 WWE Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022)

6.30.5 WWE Recent Developments/Updates

6.30.6 WWE Competitive Strengths & Weaknesses

7 RAW MATERIAL AND INDUSTRY CHAIN

7.1 Raw Material of Licensed Merchandise and Key Manufacturers

7.2 Licensed Merchandise Manufacturing Costs

7.3 Licensed Merchandise Production Process

7.4 Licensed Merchandise Industrial Chain

8 DISTRIBUTION CHANNEL ANALYSIS

8.1 Distribution Channel Breakdown for Licensed Merchandise Shipments (%): 2017-2028

8.1.1 Direct Channel

8.1.2 Indirect Channel

8.2 Licensed Merchandise Typical Distributors

8.3 Licensed Merchandise Typical Customers

9 RESEARCH FINDINGS AND CONCLUSION

10 APPENDIX

10.1 Methodology

10.2 Research Process and Data Source

10.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Licensed Merchandise Market Size by Region (2017, 2022 and 2028) & (USD Million)

Table 2. World Licensed Merchandise Market Size by Region (2017-2022) & (USD Million)

Table 3. World Licensed Merchandise Market Size by Region (2023-2028) & (USD Million)

Table 4. World Licensed Merchandise Market Size Market Share by Region (2017-2022)

Table 5. World Licensed Merchandise Market Size Market Share by Region (2023-2028)

Table 6. Major Market Trends

Table 7. World Licensed Merchandise Revenue by Player (2017-2022) & (USD Million)

Table 8. Revenue Market Share of Key Licensed Merchandise Players in 2021

Table 9. World Licensed Merchandise Industry Rank of Major Player, Based on Revenue in 2021

Table 10. Global Licensed Merchandise Company Evaluation Quadrant

Table 11. Head Office of Key Licensed Merchandise Player

Table 12. Licensed Merchandise Market: Company Product Type Footprint

Table 13. Licensed Merchandise Market: Company Product Application Footprint

Table 14. Licensed Merchandise Mergers & Acquisitions Activity

Table 15. United States VS China Licensed Merchandise Market Size Comparison, (2017 & 2021 & 2028) & (USD Million)

Table 16. Major Player of Licensed Merchandise in United States, Headquarters (States, Country)

Table 17. United States Licensed Merchandise Revenue by Domestic Player, (2017-2022) & (USD Million)

Table 18. United States Licensed Merchandise Revenue Market Share by Domestic Player, (2017-2022)

Table 19. Major Player of Licensed Merchandise in China, Company Headquarters (Province, Country)

Table 20. China Licensed Merchandise Revenue by Domestic Player, (2017-2022) & (USD Million)

Table 21. China Licensed Merchandise Revenue Market Share by Domestic Player, (2017-2022)

Table 22. Major Player of Licensed Merchandise in Rest of World, Company

Headquarters (State, Country)

Table 23. Rest of World Licensed Merchandise Revenue by Domestic Player, (2017-2022) & (USD Million)

Table 24. Rest of World Licensed Merchandise Revenue Market Share by Domestic Player, (2017-2022)

Table 25. World Licensed Merchandise Revenue by Type, (USD Million), 2017 & 2021 & 2028

Table 26. World Licensed Merchandise Revenue by Type (2017-2022) & (USD Million)

Table 27. World Licensed Merchandise Revenue by Type (2023-2028) & (USD Million)

Table 28. World Licensed Merchandise Revenue by Application, (USD Million), 2017 & 2021 & 2028

Table 29. World Licensed Merchandise Revenue by Application (2017-2022) & (USD Million)

Table 30. World Licensed Merchandise Revenue by Application (2023-2028) & (USD Million)

Table 31. The Walt Disney Company Basic Information, Area Served and Competitors

Table 32. The Walt Disney Company Major Business

Table 33. The Walt Disney Company Licensed Merchandise Product and Services

Table 34. The Walt Disney Company Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 35. The Walt Disney Company Recent Developments/Updates

Table 36. The Walt Disney Company Competitive Strengths & Weaknesses

Table 37. Meredith Corporation Basic Information, Area Served and Competitors

Table 38. Meredith Corporation Major Business

Table 39. Meredith Corporation Licensed Merchandise Product and Services

Table 40. Meredith Corporation Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 41. Meredith Corporation Recent Developments/Updates

Table 42. Meredith Corporation Competitive Strengths & Weaknesses

Table 43. PVH Corp. Basic Information, Area Served and Competitors

Table 44. PVH Corp. Major Business

Table 45. PVH Corp. Licensed Merchandise Product and Services

Table 46. PVH Corp. Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 47. PVH Corp. Recent Developments/Updates

Table 48. PVH Corp. Competitive Strengths & Weaknesses

Table 49. Iconix Brand Group Basic Information, Area Served and Competitors

Table 50. Iconix Brand Group Major Business

Table 51. Iconix Brand Group Licensed Merchandise Product and Services

Table 52. Iconix Brand Group Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 53. Iconix Brand Group Recent Developments/Updates

Table 54. Iconix Brand Group Competitive Strengths & Weaknesses

Table 55. Authentic Brands Group Basic Information, Area Served and Competitors

Table 56. Authentic Brands Group Major Business

Table 57. Authentic Brands Group Licensed Merchandise Product and Services

Table 58. Authentic Brands Group Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 59. Authentic Brands Group Recent Developments/Updates

Table 60. Authentic Brands Group Competitive Strengths & Weaknesses

Table 61. Universal Brand Development Basic Information, Area Served and Competitors

Table 62. Universal Brand Development Major Business

Table 63. Universal Brand Development Licensed Merchandise Product and Services

Table 64. Universal Brand Development Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 65. Universal Brand Development Recent Developments/Updates

Table 66. Universal Brand Development Competitive Strengths & Weaknesses

Table 67. Nickelodeon (ViacomCBS) Basic Information, Area Served and Competitors

Table 68. Nickelodeon (ViacomCBS) Major Business

Table 69. Nickelodeon (ViacomCBS) Licensed Merchandise Product and Services

Table 70. Nickelodeon (ViacomCBS) Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 71. Nickelodeon (ViacomCBS) Recent Developments/Updates

Table 72. Nickelodeon (ViacomCBS) Competitive Strengths & Weaknesses

Table 73. Major League Baseball Basic Information, Area Served and Competitors

Table 74. Major League Baseball Major Business

Table 75. Major League Baseball Licensed Merchandise Product and Services

Table 76. Major League Baseball Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 77. Major League Baseball Recent Developments/Updates

Table 78. Major League Baseball Competitive Strengths & Weaknesses

Table 79. Learfield IMG College Basic Information, Area Served and Competitors

Table 80. Learfield IMG College Major Business

Table 81. Learfield IMG College Licensed Merchandise Product and Services

Table 82. Learfield IMG College Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 83. Learfield IMG College Recent Developments/Updates

Table 84. Learfield IMG College Competitive Strengths & Weaknesses
Table 85. Sanrio Basic Information, Area Served and Competitors
Table 86. Sanrio Major Business
Table 87. Sanrio Licensed Merchandise Product and Services
Table 88. Sanrio Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 89. Sanrio Recent Developments/Updates
Table 90. Sanrio Competitive Strengths & Weaknesses
Table 91. Sequential Brands Group Basic Information, Area Served and Competitors
Table 92. Sequential Brands Group Major Business
Table 93. Sequential Brands Group Licensed Merchandise Product and Services
Table 94. Sequential Brands Group Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 95. Sequential Brands Group Recent Developments/Updates
Table 96. Sequential Brands Group Competitive Strengths & Weaknesses
Table 97. Hasbro Basic Information, Area Served and Competitors
Table 98. Hasbro Major Business
Table 99. Hasbro Licensed Merchandise Product and Services
Table 100. Hasbro Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 101. Hasbro Recent Developments/Updates
Table 102. Hasbro Competitive Strengths & Weaknesses
Table 103. General Motors Basic Information, Area Served and Competitors
Table 104. General Motors Major Business
Table 105. General Motors Licensed Merchandise Product and Services
Table 106. General Motors Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 107. General Motors Recent Developments/Updates
Table 108. General Motors Competitive Strengths & Weaknesses
Table 109. National Basketball Association Basic Information, Area Served and Competitors
Table 110. National Basketball Association Major Business
Table 111. National Basketball Association Licensed Merchandise Product and Services
Table 112. National Basketball Association Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 113. National Basketball Association Recent Developments/Updates
Table 114. National Basketball Association Competitive Strengths & Weaknesses
Table 115. Electrolux Basic Information, Area Served and Competitors

Table 116. Electrolux Major Business
Table 117. Electrolux Licensed Merchandise Product and Services
Table 118. Electrolux Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 119. Electrolux Recent Developments/Updates
Table 120. Electrolux Competitive Strengths & Weaknesses
Table 121. National Football League Basic Information, Area Served and Competitors
Table 122. National Football League Major Business
Table 123. National Football League Licensed Merchandise Product and Services
Table 124. National Football League Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 125. National Football League Recent Developments/Updates
Table 126. National Football League Competitive Strengths & Weaknesses
Table 127. WarnerMedia Basic Information, Area Served and Competitors
Table 128. WarnerMedia Major Business
Table 129. WarnerMedia Licensed Merchandise Product and Services
Table 130. WarnerMedia Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 131. WarnerMedia Recent Developments/Updates
Table 132. WarnerMedia Competitive Strengths & Weaknesses
Table 133. The Pok?mon Company International Basic Information, Area Served and Competitors
Table 134. The Pok?mon Company International Major Business
Table 135. The Pok?mon Company International Licensed Merchandise Product and Services
Table 136. The Pok?mon Company International Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 137. The Pok?mon Company International Recent Developments/Updates
Table 138. The Pok?mon Company International Competitive Strengths & Weaknesses
Table 139. Procter & Gamble Basic Information, Area Served and Competitors
Table 140. Procter & Gamble Major Business
Table 141. Procter & Gamble Licensed Merchandise Product and Services
Table 142. Procter & Gamble Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 143. Procter & Gamble Recent Developments/Updates
Table 144. Procter & Gamble Competitive Strengths & Weaknesses
Table 145. Ferrari Basic Information, Area Served and Competitors
Table 146. Ferrari Major Business
Table 147. Ferrari Licensed Merchandise Product and Services

Table 148. Ferrari Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 149. Ferrari Recent Developments/Updates

Table 150. Ferrari Competitive Strengths & Weaknesses

Table 151. Ralph Lauren Basic Information, Area Served and Competitors

Table 152. Ralph Lauren Major Business

Table 153. Ralph Lauren Licensed Merchandise Product and Services

Table 154. Ralph Lauren Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 155. Ralph Lauren Recent Developments/Updates

Table 156. Ralph Lauren Competitive Strengths & Weaknesses

Table 157. Mattel Basic Information, Area Served and Competitors

Table 158. Mattel Major Business

Table 159. Mattel Licensed Merchandise Product and Services

Table 160. Mattel Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 161. Mattel Recent Developments/Updates

Table 162. Mattel Competitive Strengths & Weaknesses

Table 163. Ford Motor Company Basic Information, Area Served and Competitors

Table 164. Ford Motor Company Major Business

Table 165. Ford Motor Company Licensed Merchandise Product and Services

Table 166. Ford Motor Company Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 167. Ford Motor Company Recent Developments/Updates

Table 168. Ford Motor Company Competitive Strengths & Weaknesses

Table 169. BBC Worldwide Basic Information, Area Served and Competitors

Table 170. BBC Worldwide Major Business

Table 171. BBC Worldwide Licensed Merchandise Product and Services

Table 172. BBC Worldwide Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 173. BBC Worldwide Recent Developments/Updates

Table 174. BBC Worldwide Competitive Strengths & Weaknesses

Table 175. The Hershey Company Basic Information, Area Served and Competitors

Table 176. The Hershey Company Major Business

Table 177. The Hershey Company Licensed Merchandise Product and Services

Table 178. The Hershey Company Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)

Table 179. The Hershey Company Recent Developments/Updates

Table 180. The Hershey Company Competitive Strengths & Weaknesses

Table 181. Stanley Black & Decker Basic Information, Area Served and Competitors
Table 182. Stanley Black & Decker Major Business
Table 183. Stanley Black & Decker Licensed Merchandise Product and Services
Table 184. Stanley Black & Decker Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 185. Stanley Black & Decker Recent Developments/Updates
Table 186. Stanley Black & Decker Competitive Strengths & Weaknesses
Table 187. PGA Tour Basic Information, Area Served and Competitors
Table 188. PGA Tour Major Business
Table 189. PGA Tour Licensed Merchandise Product and Services
Table 190. PGA Tour Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 191. PGA Tour Recent Developments/Updates
Table 192. PGA Tour Competitive Strengths & Weaknesses
Table 193. National Hockey League Basic Information, Area Served and Competitors
Table 194. National Hockey League Major Business
Table 195. National Hockey League Licensed Merchandise Product and Services
Table 196. National Hockey League Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 197. National Hockey League Recent Developments/Updates
Table 198. National Hockey League Competitive Strengths & Weaknesses
Table 199. Sunkist Growers Basic Information, Area Served and Competitors
Table 200. Sunkist Growers Major Business
Table 201. Sunkist Growers Licensed Merchandise Product and Services
Table 202. Sunkist Growers Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 203. Sunkist Growers Recent Developments/Updates
Table 204. WWE Basic Information, Area Served and Competitors
Table 205. WWE Major Business
Table 206. WWE Licensed Merchandise Product and Services
Table 207. WWE Licensed Merchandise Revenue, Gross Margin and Market Share (2017-2022) & (USD Million)
Table 208. Licensed Merchandise Raw Material
Table 209. Key Manufacturers of Licensed Merchandise Raw Materials
Table 210. Licensed Merchandise Typical Distributors
Table 211. Licensed Merchandise Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Licensed Merchandise Picture

Figure 2. World Licensed Merchandise Total Market Size: 2017 & 2021 & 2028, (USD Million)

Figure 3. World Licensed Merchandise Total Market Size (2017-2028) & (USD Million)

Figure 4. World Licensed Merchandise Market Size Market Share by Region (2017-2028)

Figure 5. United States Licensed Merchandise Market Size (2017-2028) & (USD Million)

Figure 6. China Licensed Merchandise Market Size (2017-2028) & (USD Million)

Figure 7. Europe Licensed Merchandise Market Size (2017-2028) & (USD Million)

Figure 8. Japan Licensed Merchandise Market Size (2017-2028) & (USD Million)

Figure 9. South Korea Licensed Merchandise Market Size (2017-2028) & (USD Million)

Figure 10. ASEAN Licensed Merchandise Market Size (2017-2028) & (USD Million)

Figure 11. India Licensed Merchandise Market Size (2017-2028) & (USD Million)

Figure 12. Licensed Merchandise Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. Producer Shipments of Licensed Merchandise by Player Revenue (\$MM) and Market Share (%): 2021

Figure 15. Global Four-firm Concentration Ratios (CR4) for Licensed Merchandise Markets in 2021

Figure 16. Global Four-firm Concentration Ratios (CR8) for Licensed Merchandise Markets in 2021

Figure 17. United States VS China: Licensed Merchandise Market Size Market Share Comparison (2017 & 2021 & 2028)

Figure 18. World Licensed Merchandise Market Size by Type, (USD Million), 2017 & 2021 & 2028

Figure 19. World Licensed Merchandise Market Size Market Share by Type in 2021

Figure 20. Apparels

Figure 21. Toys

Figure 22. Accessories

Figure 23. Home Decoration

Figure 24. Software/Video Games

Figure 25. Food and Beverage

Figure 26. Others

Figure 27. World Licensed Merchandise Market Size Market Share by Type (2017-2028)

Figure 28. World Licensed Merchandise Market Size by Application, (USD Million), 2017 & 2021 & 2028

Figure 29. World Licensed Merchandise Market Size Market Share by Application in 2021

Figure 30. Entertainment

Figure 31. Corporate Trademarks/Brand

Figure 32. Fashion

Figure 33. Sports

Figure 34. Others

Figure 35. World Licensed Merchandise Market Size Market Share by Application (2017-2028)

Figure 36. Manufacturing Cost Structure Analysis of Licensed Merchandise in 2021

Figure 37. Manufacturing Process Analysis of Licensed Merchandise

Figure 38. Licensed Merchandise Industrial Chain

Figure 39. Distribution Channel Breakdown for Licensed Merchandise Shipments (%): 2017-2028

Figure 40. Direct Channel Pros & Cons

Figure 41. Indirect Channel Pros & Cons

Figure 42. Methodology

Figure 43. Research Process and Data Source

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