

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Movie Merchandise Market 2018, Forecast to 2023

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Abstracts

This report studies the Movie Merchandise market. Movie merchandise includes licensed merchandise with characters and properties from feature films. The merchandise industry involves merchandise manufacturers buying licenses from film or TV production houses.

SCOPE OF THE REPORT:

This report focuses on the Movie Merchandise in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Movie Merchandise is mainly consumed by normal consumer. That is Men, Women and Youth, Other. And Youth is the largest consumer groups which take up about 48.32% of the global total in 2016.

USA is the largest consumption regions of Movie Merchandise in the world in the past few years and it will keep increasing in the next few years. USA market took up about 50.86% the global market in 2016, while Europe was 25.17%, and China is followed with the share about 6.37%.

Sony Pictures, Paramount Pictures, Warner Bros, Huayi Brothers, Enlight Media, Lionsgate Films, NBC Universal, Nickelodeon, TOEI COMPANY, Alpha Group, The Walt Disney Company, Twentieth Century Fox and Toho Company are the key copyright owner in the global Movie Merchandise market. Top 5 took up about 66.85% of the global market in 2016.

The worldwide market for Movie Merchandise is expected to grow at a CAGR of roughly 2.9% over the next five years, will reach 31600 million US\$ in 2023, from 26700 million

US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Sony Pictures

Paramount Pictures

Warner Bros

Huayi Brothers

Enlight Media

Lionsgate Films

NBC Universal

Nickelodeon

TOEI COMPANY

Alpha Group

The Walt Disney Company

Twentieth Century Fox

Toho Company

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Apparel

Home decor

Toys

Accessories

Others

Market Segment by Applications, can be divided into

Men

Women

Youth

There are 15 Chapters to deeply display the global Movie Merchandise market.

Chapter 1, to describe Movie Merchandise Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Movie Merchandise, with sales, revenue, and price of Movie Merchandise, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share

of Movie Merchandise, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Movie Merchandise market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Movie Merchandise sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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