

# Global Movie Merchandise Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Movie Merchandise market size was valued at USD 30710 million in 2023 and is forecast to a readjusted size of USD 35770 million by 2030 with a CAGR of 2.2% during review period.

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.

Movie Merchandise refer to the products developed based on characters, scenes, props and logos in movies, including the image of the mandate, toys, clothing, jewelry, video and audio products, games, books, daily necessities and theme parks. As far as its extension is concerned, there are two types of understanding: narrow and broad. Narrow derivatives usually refer to licensed merchandise, which is a commodity jointly developed with other commercial organizations based on the copyright of the film. Broadly derivatives refer to all non-cinema film-related products derived from the film's copyright.

The product range in this report refers only to narrow derivatives, for example, Apparel, Toys, Home decor (sofa, furniture, clocks, drinkware, lunchbox, etc.), Accessories (watch case, watch ring, Jewelry, sunglasses, etc.) and others (cell phones, earphones and other electronic products).

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% of the global market. 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% the global market, while Europe was 25%, and China is followed with the share about 6%.

The Global Info Research report includes an overview of the development of the Movie Merchandise industry chain, the market status of Men (Apparel, Home Decor), Women (Apparel, Home Decor), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Movie Merchandise.

Regionally, the report analyzes the Movie Merchandise markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Movie Merchandise market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Movie Merchandise market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Movie Merchandise industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Apparel, Home Decor).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Movie Merchandise market.

**Regional Analysis:** The report involves examining the Movie Merchandise market at a regional or national level. Report analyses regional factors such as government

incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Movie Merchandise market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Movie Merchandise:

**Company Analysis:** Report covers individual Movie Merchandise manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Movie Merchandise. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different End Users (Men, Women).

**Technology Analysis:** Report covers specific technologies relevant to Movie Merchandise. It assesses the current state, advancements, and potential future developments in Movie Merchandise areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Movie Merchandise market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Movie Merchandise market is split by Type and by End Users. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by End Users in terms of volume and value.

## Market segment by Type

Apparel

Home Decor

Toys

Accessories

Others

### Market segment by End Users

Men

Women

Youth

### Major players covered

Sony Picture

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 region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Movie Merchandise product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Movie Merchandise, with price, sales, revenue and global market share of Movie Merchandise from 2019 to 2024.

Chapter 3, the Movie Merchandise competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Movie Merchandise breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and end users, with sales market share and growth rate by type, end users, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Movie Merchandise market forecast, by regions, type and end users, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Movie Merchandise.

Chapter 14 and 15, to describe Movie Merchandise sales channel, distributors, customers, research findings and conclusion.

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