

Global Movie Merchandise Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Movie Merchandise market size is expected to reach \$ 38250 million by 2032, rising at a market growth of 2.2% CAGR during the forecast period (2026-2032).

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%.

This report studies the global Movie Merchandise production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Movie Merchandise and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Movie Merchandise that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Movie Merchandise total production and demand, 2021-2032, (K Units)

Global Movie Merchandise total production value, 2021-2032, (USD Million)

Global Movie Merchandise production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Movie Merchandise consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Movie Merchandise domestic production, consumption, key domestic manufacturers and share

Global Movie Merchandise production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Movie Merchandise production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Movie Merchandise production by End Users, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Movie Merchandise market based on the

following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Sony Picture, Paramount Pictures, Warner Bros, Huayi Brothers, Enlight Media, Lionsgate Films, NBC Universal, Nickelodeon, TOEI COMPANY, Alpha Group, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Movie Merchandise market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by End Users. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Movie Merchandise Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Movie Merchandise Market, Segmentation by Type:

Apparel

Home Decor

Toys

Accessories

Others

Global Movie Merchandise Market, Segmentation by End Users:

Men

Women

Youth

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Movie Merchandise market?
2. What is the demand of the global Movie Merchandise market?
3. What is the year over year growth of the global Movie Merchandise market?
4. What is the production and production value of the global Movie Merchandise market?
5. Who are the key producers in the global Movie Merchandise market?
6. What are the growth factors driving the market demand?

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