

Global TV and Movie Merchandise Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

TV and movie merchandise includes licensed merchandise with characters and properties from feature films and television shows. The merchandise industry involves merchandise manufacturers buying a license from the creator of the movie or TV show.

SCOPE OF THE REPORT:

This report studies the TV and Movie Merchandise market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the TV and Movie Merchandise market by product type and applications/end industries.

The growth of e-commerce platforms is estimated to be one of the key factors fueling the market's growth during the next few years. In 2017, the e-commerce platform valued over USD 2 trillion. With the rising number of online retailers penetrating new geographies, the physical retailers have also encouraged the exploration of new markets through e-commerce platforms. This, in turn, has eliminated the need for middlemen while paving the way for licensors and manufacturer to reach the consumers directly. As a result, the proliferation of e-commerce has allowed the TV and movie merchandise manufacturers and licensed vendors to fulfill the consumer demands directly through online portals and stores, in turn, leading to the growth of the TV and movie merchandise market.

The Americas accounted for the maximum growth of the TV and movie merchandise market during 2017. By offering various growth opportunities to companies in this marketplace, this region is expected to account for the maximum growth of this market during the next few years as well.

The global TV and Movie Merchandise market is valued at xx million USD in 2017 and

is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of TV and Movie Merchandise.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Comcast

Disney

Hasbro

Time Warner

Twentieth Century Fox

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)

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

Market Segment by Type, covers

Apparel

Toys

Accessories

Video Games

Market Segment by Applications, can be divided into

Online Retail

Offline Retail

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