

# Global Licensed Merchandise Market Research Report 2022 Professional Edition

<https://marketpublishers.com/r/G5A7FFA36ACAEN.html>

Date: January 2022

Pages: 139

Price: US\$ 2,890.00 (Single User License)

ID: G5A7FFA36ACAEN

## Abstracts

The global Licensed Merchandise market was valued at 11369.62 Million USD in 2021 and will grow with a CAGR of 20.84% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer. At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase. In marketing, one of the definitions of merchandising is the practice in which the brand or image from one product or service is used to sell another. Trademarked brand names, logos, or character images are licensed to manufacturers of products such as toys or clothing, which then make items in or emblazoned with the image of the license, hoping they'll sell better than the same item with no such image. For the owners of the IP (intellectual property) in question, merchandising is a very popular source of revenue, due to the low cost of letting a third party manufacture the merchandise, while the IP owners collect the merchandising fees.

By Market Vendors:

Fanatics

G-III Apparel Group

Hasbro

NBCUniversal Media

The Walt Disney Company

Warner Bros. Consumer Products

Adidas

Bioworld

Cartoon Network

Columbia Sportswear

DreamWorks Animations

Discovery Consumer Products

Entertainment One

Everlast Worldwide

Hanesbrands

Knights Apparel

Mattel

Nike

Prada

Puma

Rainbow

Ralph Lauren

Reebok

Sanrio

Twentieth Century Fox Consumer Products

Under Armour

By Types:

Apparels

Toys

Accessories

Video Games

Home Decoration

By Applications:

Application A

Application B

Others

Key Indicators Analysed

Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

**Global and Regional Market Analysis:** The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

**Market Trends:** Market key trends which include Increased Competition and Continuous Innovations.

**Opportunities and Drivers:** Identifying the Growing Demands and New Technology

**Porters Five Force Analysis:** The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

**Key Reasons to Purchase**

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

## Contents

### **1 REPORT OVERVIEW**

- 1.1 Study Scope
- 1.2 Key Market Segments
- 1.3 Players Covered: Ranking by Licensed Merchandise Revenue
- 1.4 Market Analysis by Type
  - 1.4.1 Global Licensed Merchandise Market Size Growth Rate by Type: 2021 VS 2027
  - 1.4.2 Apparels
  - 1.4.3 Toys
  - 1.4.4 Accessories
  - 1.4.5 Video Games
  - 1.4.6 Home Decoration
- 1.5 Market by Application
  - 1.5.1 Global Licensed Merchandise Market Share by Application: 2022-2027
  - 1.5.2 Application A
  - 1.5.3 Application B
  - 1.5.4 Others
- 1.6 Study Objectives
- 1.7 Years Considered
- 1.8 Overview of Global Licensed Merchandise Market
  - 1.8.1 Global Licensed Merchandise Market Status and Outlook (2016-2027)
  - 1.8.2 North America
  - 1.8.3 East Asia
  - 1.8.4 Europe
  - 1.8.5 South Asia
  - 1.8.6 Southeast Asia
  - 1.8.7 Middle East
  - 1.8.8 Africa
  - 1.8.9 Oceania
  - 1.8.10 South America
  - 1.8.11 Rest of the World

### **2 MARKET COMPETITION BY MANUFACTURERS**

- 2.1 Global Licensed Merchandise Production Capacity Market Share by Manufacturers (2016-2021)
- 2.2 Global Licensed Merchandise Revenue Market Share by Manufacturers

(2016-2021)

2.3 Global Licensed Merchandise Average Price by Manufacturers (2016-2021)

2.4 Manufacturers Licensed Merchandise Production Sites, Area Served, Product Type

### **3 SALES BY REGION**

3.1 Global Licensed Merchandise Sales Volume Market Share by Region (2016-2021)

3.2 Global Licensed Merchandise Sales Revenue Market Share by Region (2016-2021)

3.3 North America Licensed Merchandise Sales Volume

3.3.1 North America Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.3.2 North America Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

3.4 East Asia Licensed Merchandise Sales Volume

3.4.1 East Asia Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.4.2 East Asia Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

3.5 Europe Licensed Merchandise Sales Volume (2016-2021)

3.5.1 Europe Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.5.2 Europe Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

3.6 South Asia Licensed Merchandise Sales Volume (2016-2021)

3.6.1 South Asia Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.6.2 South Asia Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

3.7 Southeast Asia Licensed Merchandise Sales Volume (2016-2021)

3.7.1 Southeast Asia Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.7.2 Southeast Asia Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

3.8 Middle East Licensed Merchandise Sales Volume (2016-2021)

3.8.1 Middle East Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.8.2 Middle East Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

3.9 Africa Licensed Merchandise Sales Volume (2016-2021)

3.9.1 Africa Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.9.2 Africa Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

3.10 Oceania Licensed Merchandise Sales Volume (2016-2021)

3.10.1 Oceania Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.10.2 Oceania Licensed Merchandise Sales Volume Capacity, Revenue, Price and

Gross Margin (2016-2021)

3.11 South America Licensed Merchandise Sales Volume (2016-2021)

3.11.1 South America Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.11.2 South America Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

3.12 Rest of the World Licensed Merchandise Sales Volume (2016-2021)

3.12.1 Rest of the World Licensed Merchandise Sales Volume Growth Rate (2016-2021)

3.12.2 Rest of the World Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

## **4 NORTH AMERICA**

4.1 North America Licensed Merchandise Consumption by Countries

4.2 United States

4.3 Canada

4.4 Mexico

## **5 EAST ASIA**

5.1 East Asia Licensed Merchandise Consumption by Countries

5.2 China

5.3 Japan

5.4 South Korea

## **6 EUROPE**

6.1 Europe Licensed Merchandise Consumption by Countries

6.2 Germany

6.3 United Kingdom

6.4 France

6.5 Italy

6.6 Russia

6.7 Spain

6.8 Netherlands

6.9 Switzerland

6.10 Poland

## **7 SOUTH ASIA**

## 7.1 South Asia Licensed Merchandise Consumption by Countries

7.2 India

7.3 Pakistan

7.4 Bangladesh

## **8 SOUTHEAST ASIA**

### 8.1 Southeast Asia Licensed Merchandise Consumption by Countries

8.2 Indonesia

8.3 Thailand

8.4 Singapore

8.5 Malaysia

8.6 Philippines

8.7 Vietnam

8.8 Myanmar

## **9 MIDDLE EAST**

### 9.1 Middle East Licensed Merchandise Consumption by Countries

9.2 Turkey

9.3 Saudi Arabia

9.4 Iran

9.5 United Arab Emirates

9.6 Israel

9.7 Iraq

9.8 Qatar

9.9 Kuwait

9.10 Oman

## **10 AFRICA**

### 10.1 Africa Licensed Merchandise Consumption by Countries

10.2 Nigeria

10.3 South Africa

10.4 Egypt

10.5 Algeria

10.6 Morocco



## **11 OCEANIA**

11.1 Oceania Licensed Merchandise Consumption by Countries

11.2 Australia

11.3 New Zealand

## **12 SOUTH AMERICA**

12.1 South America Licensed Merchandise Consumption by Countries

12.2 Brazil

12.3 Argentina

12.4 Columbia

12.5 Chile

12.6 Venezuela

12.7 Peru

12.8 Puerto Rico

12.9 Ecuador

## **13 REST OF THE WORLD**

13.1 Rest of the World Licensed Merchandise Consumption by Countries

13.2 Kazakhstan

## **14 SALES VOLUME, SALES REVENUE, SALES PRICE TREND BY TYPE**

14.1 Global Licensed Merchandise Sales Volume Market Share by Type (2016-2021)

14.2 Global Licensed Merchandise Sales Revenue Market Share by Type (2016-2021)

14.3 Global Licensed Merchandise Sales Price by Type (2016-2021)

## **15 CONSUMPTION ANALYSIS BY APPLICATION**

15.1 Global Licensed Merchandise Consumption Volume by Application (2016-2021)

15.2 Global Licensed Merchandise Consumption Value by Application (2016-2021)

## **16 COMPANY PROFILES AND KEY FIGURES IN LICENSED MERCHANDISE BUSINESS**

16.1 Fanatics

16.1.1 Fanatics Company Profile

- 16.1.2 Fanatics Licensed Merchandise Product Specification
- 16.1.3 Fanatics Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.2 G-III Apparel Group
  - 16.2.1 G-III Apparel Group Company Profile
  - 16.2.2 G-III Apparel Group Licensed Merchandise Product Specification
  - 16.2.3 G-III Apparel Group Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.3 Hasbro
  - 16.3.1 Hasbro Company Profile
  - 16.3.2 Hasbro Licensed Merchandise Product Specification
  - 16.3.3 Hasbro Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.4 NBCUniversal Media
  - 16.4.1 NBCUniversal Media Company Profile
  - 16.4.2 NBCUniversal Media Licensed Merchandise Product Specification
  - 16.4.3 NBCUniversal Media Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.5 The Walt Disney Company
  - 16.5.1 The Walt Disney Company Company Profile
  - 16.5.2 The Walt Disney Company Licensed Merchandise Product Specification
  - 16.5.3 The Walt Disney Company Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.6 Warner Bros. Consumer Products
  - 16.6.1 Warner Bros. Consumer Products Company Profile
  - 16.6.2 Warner Bros. Consumer Products Licensed Merchandise Product Specification
  - 16.6.3 Warner Bros. Consumer Products Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.7 Adidas
  - 16.7.1 Adidas Company Profile
  - 16.7.2 Adidas Licensed Merchandise Product Specification
  - 16.7.3 Adidas Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.8 Bioworld
  - 16.8.1 Bioworld Company Profile
  - 16.8.2 Bioworld Licensed Merchandise Product Specification
  - 16.8.3 Bioworld Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.9 Cartoon Network

- 16.9.1 Cartoon Network Company Profile
- 16.9.2 Cartoon Network Licensed Merchandise Product Specification
- 16.9.3 Cartoon Network Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.10 Columbia Sportswear
  - 16.10.1 Columbia Sportswear Company Profile
  - 16.10.2 Columbia Sportswear Licensed Merchandise Product Specification
  - 16.10.3 Columbia Sportswear Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.11 DreamWorks Animations
  - 16.11.1 DreamWorks Animations Company Profile
  - 16.11.2 DreamWorks Animations Licensed Merchandise Product Specification
  - 16.11.3 DreamWorks Animations Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.12 Discovery Consumer Products
  - 16.12.1 Discovery Consumer Products Company Profile
  - 16.12.2 Discovery Consumer Products Licensed Merchandise Product Specification
  - 16.12.3 Discovery Consumer Products Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.13 Entertainment One
  - 16.13.1 Entertainment One Company Profile
  - 16.13.2 Entertainment One Licensed Merchandise Product Specification
  - 16.13.3 Entertainment One Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.14 Everlast Worldwide
  - 16.14.1 Everlast Worldwide Company Profile
  - 16.14.2 Everlast Worldwide Licensed Merchandise Product Specification
  - 16.14.3 Everlast Worldwide Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.15 Hanesbrands
  - 16.15.1 Hanesbrands Company Profile
  - 16.15.2 Hanesbrands Licensed Merchandise Product Specification
  - 16.15.3 Hanesbrands Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)
- 16.16 Knights Apparel
  - 16.16.1 Knights Apparel Company Profile
  - 16.16.2 Knights Apparel Licensed Merchandise Product Specification
  - 16.16.3 Knights Apparel Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## 16.17 Mattel

16.17.1 Mattel Company Profile

16.17.2 Mattel Licensed Merchandise Product Specification

16.17.3 Mattel Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## 16.18 Nike

16.18.1 Nike Company Profile

16.18.2 Nike Licensed Merchandise Product Specification

16.18.3 Nike Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## 16.19 Prada

16.19.1 Prada Company Profile

16.19.2 Prada Licensed Merchandise Product Specification

16.19.3 Prada Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## 16.20 Puma

16.20.1 Puma Company Profile

16.20.2 Puma Licensed Merchandise Product Specification

16.20.3 Puma Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## 16.21 Rainbow

16.21.1 Rainbow Company Profile

16.21.2 Rainbow Licensed Merchandise Product Specification

16.21.3 Rainbow Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## 16.22 Ralph Lauren

16.22.1 Ralph Lauren Company Profile

16.22.2 Ralph Lauren Licensed Merchandise Product Specification

16.22.3 Ralph Lauren Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## 16.23 Reebok

16.23.1 Reebok Company Profile

16.23.2 Reebok Licensed Merchandise Product Specification

16.23.3 Reebok Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## 16.24 Sanrio

16.24.1 Sanrio Company Profile

16.24.2 Sanrio Licensed Merchandise Product Specification

16.24.3 Sanrio Licensed Merchandise Production Capacity, Revenue, Price and Gross

Margin (2016-2021)

16.25 Twentieth Century Fox Consumer Products

16.25.1 Twentieth Century Fox Consumer Products Company Profile

16.25.2 Twentieth Century Fox Consumer Products Licensed Merchandise Product Specification

16.25.3 Twentieth Century Fox Consumer Products Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

16.26 Under Armour

16.26.1 Under Armour Company Profile

16.26.2 Under Armour Licensed Merchandise Product Specification

16.26.3 Under Armour Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

## **17 LICENSED MERCHANDISE MANUFACTURING COST ANALYSIS**

17.1 Licensed Merchandise Key Raw Materials Analysis

17.1.1 Key Raw Materials

17.2 Proportion of Manufacturing Cost Structure

17.3 Manufacturing Process Analysis of Licensed Merchandise

17.4 Licensed Merchandise Industrial Chain Analysis

## **18 MARKETING CHANNEL, DISTRIBUTORS AND CUSTOMERS**

18.1 Marketing Channel

18.2 Licensed Merchandise Distributors List

18.3 Licensed Merchandise Customers

## **19 MARKET DYNAMICS**

19.1 Market Trends

19.2 Opportunities and Drivers

19.3 Challenges

19.4 Porter's Five Forces Analysis

## **20 PRODUCTION AND SUPPLY FORECAST**

20.1 Global Forecasted Production of Licensed Merchandise (2022-2027)

20.2 Global Forecasted Revenue of Licensed Merchandise (2022-2027)

20.3 Global Forecasted Price of Licensed Merchandise (2016-2027)

## 20.4 Global Forecasted Production of Licensed Merchandise by Region (2022-2027)

20.4.1 North America Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.2 East Asia Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.3 Europe Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.4 South Asia Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.5 Southeast Asia Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.6 Middle East Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.7 Africa Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.8 Oceania Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.9 South America Licensed Merchandise Production, Revenue Forecast (2022-2027)

20.4.10 Rest of the World Licensed Merchandise Production, Revenue Forecast (2022-2027)

## 20.5 Forecast by Type and by Application (2022-2027)

20.5.1 Global Sales Volume, Sales Revenue and Sales Price Forecast by Type (2022-2027)

20.5.2 Global Forecasted Consumption of Licensed Merchandise by Application (2022-2027)

## **21 CONSUMPTION AND DEMAND FORECAST**

21.1 North America Forecasted Consumption of Licensed Merchandise by Country

21.2 East Asia Market Forecasted Consumption of Licensed Merchandise by Country

21.3 Europe Market Forecasted Consumption of Licensed Merchandise by Country

21.4 South Asia Forecasted Consumption of Licensed Merchandise by Country

21.5 Southeast Asia Forecasted Consumption of Licensed Merchandise by Country

21.6 Middle East Forecasted Consumption of Licensed Merchandise by Country

21.7 Africa Forecasted Consumption of Licensed Merchandise by Country

21.8 Oceania Forecasted Consumption of Licensed Merchandise by Country

21.9 South America Forecasted Consumption of Licensed Merchandise by Country

21.10 Rest of the world Forecasted Consumption of Licensed Merchandise by Country

## **22 RESEARCH FINDINGS AND CONCLUSION**

## **23 METHODOLOGY AND DATA SOURCE**

23.1 Methodology/Research Approach

- 23.1.1 Research Programs/Design
- 23.1.2 Market Size Estimation
- 23.1.3 Market Breakdown and Data Triangulation
- 23.2 Data Source
  - 23.2.1 Secondary Sources
  - 23.2.2 Primary Sources
- 23.3 Disclaimer

## List Of Tables

### LIST OF TABLES AND FIGURES

Key Players Covered: Ranking by Licensed Merchandise Revenue (US\$ Million)  
2016-2021

Global Licensed Merchandise Market Size by Type (US\$ Million): 2022-2027

Global Licensed Merchandise Market Size by Application (US\$ Million): 2022-2027

Global Licensed Merchandise Production Capacity by Manufacturers

Global Licensed Merchandise Production by Manufacturers (2016-2021)

Global Licensed Merchandise Production Market Share by Manufacturers (2016-2021)

Global Licensed Merchandise Revenue by Manufacturers (2016-2021)

Global Licensed Merchandise Revenue Share by Manufacturers (2016-2021)

Global Market Licensed Merchandise Average Price of Key Manufacturers (2016-2021)

Manufacturers Licensed Merchandise Production Sites and Area Served

Manufacturers Licensed Merchandise Product Type

Global Licensed Merchandise Sales Volume by Region (2016-2021)

Global Licensed Merchandise Sales Volume Market Share by Region (2016-2021)

Global Licensed Merchandise Sales Revenue by Region (2016-2021)

Global Licensed Merchandise Sales Revenue Market Share by Region (2016-2021)

North America Licensed Merchandise Sales Volume Capacity, Revenue, Price and  
Gross Margin (2016-2021)

East Asia Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross  
Margin (2016-2021)



Europe Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

South Asia Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

Southeast Asia Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

Middle East Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

Africa Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

Oceania Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

South America Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

Rest of the World Licensed Merchandise Sales Volume Capacity, Revenue, Price and Gross Margin (2016-2021)

North America Licensed Merchandise Consumption by Countries (2016-2021)

East Asia Licensed Merchandise Consumption by Countries (2016-2021)

Europe Licensed Merchandise Consumption by Region (2016-2021)

South Asia Licensed Merchandise Consumption by Countries (2016-2021)

Southeast Asia Licensed Merchandise Consumption by Countries (2016-2021)

Middle East Licensed Merchandise Consumption by Countries (2016-2021)

Africa Licensed Merchandise Consumption by Countries (2016-2021)

Oceania Licensed Merchandise Consumption by Countries (2016-2021)

South America Licensed Merchandise Consumption by Countries (2016-2021)

Rest of the World Licensed Merchandise Consumption by Countries (2016-2021)

Global Licensed Merchandise Sales Volume by Type (2016-2021)

Global Licensed Merchandise Sales Volume Market Share by Type (2016-2021)

Global Licensed Merchandise Sales Revenue by Type (2016-2021)

Global Licensed Merchandise Sales Revenue Share by Type (2016-2021)

Global Licensed Merchandise Sales Price by Type (2016-2021)

Global Licensed Merchandise Consumption Volume by Application (2016-2021)

Global Licensed Merchandise Consumption Volume Market Share by Application (2016-2021)

Global Licensed Merchandise Consumption Value by Application (2016-2021)

Global Licensed Merchandise Consumption Value Market Share by Application (2016-2021)

Fanatics Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

G-III Apparel Group Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Hasbro Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Table NBCUniversal Media Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

The Walt Disney Company Licensed Merchandise Production Capacity, Revenue, Price

and Gross Margin (2016-2021)

Warner Bros. Consumer Products Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Adidas Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Bioworld Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Cartoon Network Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Columbia Sportswear Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

DreamWorks Animations Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Discovery Consumer Products Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Entertainment One Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Everlast Worldwide Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Hanesbrands Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Knights Apparel Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Mattel Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Nike Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin

(2016-2021)

Prada Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Puma Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Rainbow Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Ralph Lauren Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Reebok Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Sanrio Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Twentieth Century Fox Consumer Products Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Under Armour Licensed Merchandise Production Capacity, Revenue, Price and Gross Margin (2016-2021)

Licensed Merchandise Distributors List

Licensed Merchandise Customers List

Market Key Trends

Key Opportunities and Drivers: Impact Analysis (2022-2027)

Key Challenges

Global Licensed Merchandise Production Forecast by Region (2022-2027)

Global Licensed Merchandise Sales Volume Forecast by Type (2022-2027)

Global Licensed Merchandise Sales Volume Market Share Forecast by Type  
(2022-2027)

Global Licensed Merchandise Sales Revenue Forecast by Type (2022-2027)

Global Licensed Merchandise Sales Revenue Market Share Forecast by Type  
(2022-2027)

Global Licensed Merchandise Sales Price Forecast by Type (2022-2027)

Global Licensed Merchandise Consumption Volume Forecast by Application  
(2022-2027)

Global Licensed Merchandise Consumption Value Forecast by Application (2022-2027)

North America Licensed Merchandise Consumption Forecast 2022-2027 by Country

East Asia Licensed Merchandise Consumption Forecast 2022-2027 by Country

Europe Licensed Merchandise Consumption Forecast 2022-2027 by Country

South Asia Licensed Merchandise Consumption Forecast 2022-2027 by Country

Southeast Asia Licensed Merchandise Consumption Forecast 2022-2027 by Country

Middle East Licensed Merchandise Consumption Forecast 2022-2027 by Country

Africa Licensed Merchandise Consumption Forecast 2022-2027 by Country

Oceania Licensed Merchandise Consumption Forecast 2022-2027 by Country

South America Licensed Merchandise Consumption Forecast 2022-2027 by Country

Rest of the world Licensed Merchandise Consumption Forecast 2022-2027 by Country

Research Programs/Design for This Report

Key Data Information from Secondary Sources

## Key Data Information from Primary Sources

### Global Licensed Merchandise Market Share by Type: 2021 VS 2027

Apparels Features

Toys Features

Accessories Features

Video Games Features

Home Decoration Features

### Global Licensed Merchandise Market Share by Application: 2021 VS 2027

Application A Case Studies

Application B Case Studies

Others Case Studies

Licensed Merchandise Report Years Considered

Global Licensed Merchandise Market Status and Outlook (2016-2027)

North America Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

East Asia Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

Europe Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

South Asia Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

South America Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

Middle East Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

Africa Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

Oceania Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

South America Licensed Merchandise Revenue (Value) and Growth Rate (2016-2027)

Rest of the World Licensed Merchandise Revenue (Value) and Growth Rate  
(2016-2027)

North America Licensed Merchandise Sales Volume Growth Rate (2016-2021)

East Asia Licensed Merchandise Sales Volume Growth Rate (2016-2021)

Europe Licensed Merchandise Sales Volume Growth Rate (2016-2021)

South Asia Licensed Merchandise Sales Volume Growth Rate (2016-2021)

Southeast Asia Licensed Merchandise Sales Volume Growth Rate (2016-2021)

Middle East Licensed Merchandise Sales Volume Growth Rate (2016-2021)

Africa Licensed Merchandise Sales Volume Growth Rate (2016-2021)

Oceania Licensed Merchandise Sales Volume Growth Rate (2016-2021)

South America Licensed Merchandise Sales Volume Growth Rate (2016-2021)

Rest of the World Licensed Merchandise Sales Volume Growth Rate (2016-2021)

North America Licensed Merchandise Consumption and Growth Rate (2016-2021)

North America Licensed Merchandise Consumption Market Share by Countries in 2021

United States Licensed Merchandise Consumption and Growth Rate (2016-2021)

Canada Licensed Merchandise Consumption and Growth Rate (2016-2021)

Mexico Licensed Merchandise Consumption and Growth Rate (2016-2021)

East Asia Licensed Merchandise Consumption and Growth Rate (2016-2021)

East Asia Licensed Merchandise Consumption Market Share by Countries in 2021

China Licensed Merchandise Consumption and Growth Rate (2016-2021)

Japan Licensed Merchandise Consumption and Growth Rate (2016-2021)

South Korea Licensed Merchandise Consumption and Growth Rate (2016-2021)

Europe Licensed Merchandise Consumption and Growth Rate

Europe Licensed Merchandise Consumption Market Share by Region in 2021

Germany Licensed Merchandise Consumption and Growth Rate (2016-2021)

United Kingdom Licensed Merchandise Consumption and Growth Rate (2016-2021)

France Licensed Merchandise Consumption and Growth Rate (2016-2021)

Italy Licensed Merchandise Consumption and Growth Rate (2016-2021)

Russia Licensed Merchandise Consumption and Growth Rate (2016-2021)

Spain Licensed Merchandise Consumption and Growth Rate (2016-2021)

Netherlands Licensed Merchandise Consumption and Growth Rate (2016-2021)

Switzerland Licensed Merchandise Consumption and Growth Rate (2016-2021)

Poland Licensed Merchandise Consumption and Growth Rate (2016-2021)

South Asia Licensed Merchandise Consumption and Growth Rate

South Asia Licensed Merchandise Consumption Market Share by Countries in 2021



India Licensed Merchandise Consumption and Growth Rate (2016-2021)

Pakistan Licensed Merchandise Consumption and Growth Rate (2016-2021)

Bangladesh Licensed Merchandise Consumption and Growth Rate (2016-2021)

Southeast Asia Licensed Merchandise Consumption and Growth Rate

Southeast Asia Licensed Merchandise Consumption Market Share by Countries in 2021

Indonesia Licensed Merchandise Consumption and Growth Rate (2016-2021)

Thailand Licensed Merchandise Consumption and Growth Rate (2016-2021)

Singapore Licensed Merchandise Consumption and Growth Rate (2016-2021)

Malaysia Licensed Merchandise Consumption and Growth Rate (2016-2021)

Philippines Licensed Merchandise Consumption and Growth Rate (2016-2021)

Vietnam Licensed Merchandise Consumption and Growth Rate (2016-2021)

Myanmar Licensed Merchandise Consumption and Growth Rate (2016-2021)

Middle East Licensed Merchandise Consumption and Growth Rate

Middle East Licensed Merchandise Consumption Market Share by Countries in 2021

Turkey Licensed Merchandise Consumption and Growth Rate (2016-2021)

Saudi Arabia Licensed Merchandise Consumption and Growth Rate (2016-2021)

Iran Licensed Merchandise Consumption and Growth Rate (2016-2021)

United Arab Emirates Licensed Merchandise Consumption and Growth Rate  
(2016-2021)

Israel Licensed Merchandise Consumption and Growth Rate (2016-2021)

Iraq Licensed Merchandise Consumption and Growth Rate (2016-2021)

Qatar Licensed Merchandise Consumption and Growth Rate (2016-2021)

Kuwait Licensed Merchandise Consumption and Growth Rate (2016-2021)

Oman Licensed Merchandise Consumption and Growth Rate (2016-2021)

Africa Licensed Merchandise Consumption and Growth Rate

Africa Licensed Merchandise Consumption Market Share by Countries in 2021

Nigeria Licensed Merchandise Consumption and Growth Rate (2016-2021)

South Africa Licensed Merchandise Consumption and Growth Rate (2016-2021)

Egypt Licensed Merchandise Consumption and Growth Rate (2016-2021)

Algeria Licensed Merchandise Consumption and Growth Rate (2016-2021)

Morocco Licensed Merchandise Consumption and Growth Rate (2016-2021)

Oceania Licensed Merchandise Consumption and Growth Rate

Oceania Licensed Merchandise Consumption Market Share by Countries in 2021

Australia Licensed Merchandise Consumption and Growth Rate (2016-2021)

New Zealand Licensed Merchandise Consumption and Growth Rate (2016-2021)

South America Licensed Merchandise Consumption and Growth Rate

South America Licensed Merchandise Consumption Market Share by Countries in 2021

Brazil Licensed Merchandise Consumption and Growth Rate (2016-2021)

Argentina Licensed Merchandise Consumption and Growth Rate (2016-2021)

Columbia Licensed Merchandise Consumption and Growth Rate (2016-2021)

Chile Licensed Merchandise Consumption and Growth Rate (2016-2021)

Venezuela Licensed Merchandise Consumption and Growth Rate (2016-2021)

Peru Licensed Merchandise Consumption and Growth Rate (2016-2021)

Puerto Rico Licensed Merchandise Consumption and Growth Rate (2016-2021)

Ecuador Licensed Merchandise Consumption and Growth Rate (2016-2021)

Rest of the World Licensed Merchandise Consumption and Growth Rate

Rest of the World Licensed Merchandise Consumption Market Share by Countries in 2021

Kazakhstan Licensed Merchandise Consumption and Growth Rate (2016-2021)

Sales Market Share of Licensed Merchandise by Type in 2021

Sales Revenue Market Share of Licensed Merchandise by Type in 2021

Global Licensed Merchandise Consumption Volume Market Share by Application in 2021

Fanatics Licensed Merchandise Product Specification

G-III Apparel Group Licensed Merchandise Product Specification

Hasbro Licensed Merchandise Product Specification

NBCUniversal Media Licensed Merchandise Product Specification

The Walt Disney Company Licensed Merchandise Product Specification

Warner Bros. Consumer Products Licensed Merchandise Product Specification

Adidas Licensed Merchandise Product Specification

Bioworld Licensed Merchandise Product Specification

Cartoon Network Licensed Merchandise Product Specification

Columbia Sportswear Licensed Merchandise Product Specification

DreamWorks Animations Licensed Merchandise Product Specification

Discovery Consumer Products Licensed Merchandise Product Specification

Entertainment One Licensed Merchandise Product Specification

Everlast Worldwide Licensed Merchandise Product Specification

Hanesbrands Licensed Merchandise Product Specification

Knights Apparel Licensed Merchandise Product Specification

Mattel Licensed Merchandise Product Specification

Nike Licensed Merchandise Product Specification

Prada Licensed Merchandise Product Specification

Puma Licensed Merchandise Product Specification

Rainbow Licensed Merchandise Product Specification

Ralph Lauren Licensed Merchandise Product Specification

Reebok Licensed Merchandise Product Specification

Sanrio Licensed Merchandise Product Specification

Twentieth Century Fox Consumer Products Licensed Merchandise Product Specification

Under Armour Licensed Merchandise Product Specification

Manufacturing Cost Structure of Licensed Merchandise

Manufacturing Process Analysis of Licensed Merchandise

Licensed Merchandise Industrial Chain Analysis

Channels of Distribution

Distributors Profiles

Porter's Five Forces Analysis

Global Licensed Merchandise Production Capacity Growth Rate Forecast (2022-2027)

Global Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

Global Licensed Merchandise Price and Trend Forecast (2016-2027)

North America Licensed Merchandise Production Growth Rate Forecast (2022-2027)

North America Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

East Asia Licensed Merchandise Production Growth Rate Forecast (2022-2027)

East Asia Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

Europe Licensed Merchandise Production Growth Rate Forecast (2022-2027)

Europe Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

South Asia Licensed Merchandise Production Growth Rate Forecast (2022-2027)

South Asia Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

Southeast Asia Licensed Merchandise Production Growth Rate Forecast (2022-2027)

Southeast Asia Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

Middle East Licensed Merchandise Production Growth Rate Forecast (2022-2027)

Middle East Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

Africa Licensed Merchandise Production Growth Rate Forecast (2022-2027)

Africa Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

Oceania Licensed Merchandise Production Growth Rate Forecast (2022-2027)

Oceania Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

South America Licensed Merchandise Production Growth Rate Forecast (2022-2027)

South America Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

Rest of the World Licensed Merchandise Production Growth Rate Forecast (2022-2027)

Rest of the World Licensed Merchandise Revenue Growth Rate Forecast (2022-2027)

North America Licensed Merchandise Consumption Forecast 2022-2027

East Asia Licensed Merchandise Consumption Forecast 2022-2027

Europe Licensed Merchandise Consumption Forecast 2022-2027

South Asia Licensed Merchandise Consumption Forecast 2022-2027

Southeast Asia Licensed Merchandise Consumption Forecast 2022-2027

Middle East Licensed Merchandise Consumption Forecast 2022-2027

Africa Licensed Merchandise Consumption Forecast 2022-2027

Oceania Licensed Merchandise Consumption Forecast 2022-2027

South America Licensed Merchandise Consumption Forecast 2022-2027

Rest of the world Licensed Merchandise Consumption Forecast 2022-2027

## Bottom-up and Top-down Approaches for This Report

## I would like to order

Product name: Global Licensed Merchandise Market Research Report 2022 Professional Edition

Product link: <https://marketpublishers.com/r/G5A7FFA36ACAEN.html>

Price: US\$ 2,890.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G5A7FFA36ACAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970