

# Licensed Sports Merchandise Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global licensed sports merchandise market size reached US\$ 31.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 39.9 Billion by 2028, exhibiting a growth rate (CAGR) of 3.5% during 2023-2028.

Licensed sports merchandise refers to various products that are endorsed by a sportsperson or a sports club. It includes products, such as sports gear, games, apparel, footwear and accessories for men, women and children that are available in a wide variety of colors, variants and sizes. The licensing organizations pay a certain amount of royalty to the sports entities for the merchandise that is sold with the copyrighted logos, designs and other brandings. This minimizes infringements on the trademarks of teams and players and aids in curbing the manufacturing of counterfeit products of sports-related brands.

A rising number of sports enthusiasts, along with rapid urbanization and the proliferation of the online retail sector, is one of the key factors driving the growth of the market. Furthermore, a significant increase in the number of regional and international sports leagues is also providing a boost to the market growth. There is a continual shift in consumer preference from traditional retailing channels toward online platforms that offer a wide range of products and convenient shopping experience of purchasing authentic premium-quality goods at competitive prices. Additionally, the development of innovative breathable, lightweight and waterproof sports apparel and accessories is also acting as another growth-inducing factor. Products such as jerseys, socks, tracksuits, t-shirts, lowers and activewear, which are printed with the logos of major sports teams, have gained immense traction among consumers who prefer fashionable casual and gym wear. Other factors, including rising expenditure capacities of the consumers,

along with increasing investments in sports licensing across the globe, are projected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global licensed sports merchandise market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, distribution channel, price range and end-user.

#### Breakup by Product Type:

- Apparel and Footwear
- Accessories and Gifts
- Toys and Games
- Others

#### Breakup by Distribution Channel:

- Online Stores
- Supermarkets and Hypermarkets
- Departmental Stores
- Specialty Stores
- Others

#### Breakup by Price Range:

- Premium
- Economic

#### Breakup by End-User:

- Men
- Women
- Children

#### Breakup by Region:

- North America
- United States

Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being adidas AG, Columbia Sportswear, Dick's Sporting Goods Inc., Fanatics Inc., G-III Apparel Group Ltd., Hanesbrands Inc., Nike Inc., Prada, Puma SE, Sports Direct International Plc, Under Armour Inc., VF Corporation, etc.

#### Key Questions Answered in This Report:

How has the global licensed sports merchandise market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global licensed sports merchandise market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the price range?

What is the breakup of the market based on the end-user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global licensed sports merchandise market and who are the key players?

What is the degree of competition in the industry?

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