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Global Apparel Brand Licensing Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Apparel Brand Licensing market size is predicted to grow from US$ 26660 million in 2025 to US$ 40830 million in 2031; it is expected to grow at a CAGR of 7.4% from 2025 to 2031.

Apparel brand licensing is a business arrangement where a company (the licensor) allows another company (the licensee) to manufacture and sell apparel products using its brand name, logo, or design. This enables the licensee to tap into the brand's established market presence while providing the licensor with revenue from royalty payments. Brands like Nike, Adidas, and Calvin Klein frequently engage in licensing agreements to expand their reach in various product categories beyond just clothing.

United States market for Apparel Brand Licensing is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Apparel Brand Licensing is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Apparel Brand Licensing is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Apparel Brand Licensing players cover PVH Corp., Iconix Brand Group, Nickelodeon (ViacomCBS), Major League Baseball, Learfield IMG College, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Apparel Brand Licensing Industry Forecast” looks at past sales and reviews total world Apparel Brand Licensing sales in

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2024, providing a comprehensive analysis by region and market sector of projected Apparel Brand Licensing sales for 2025 through 2031. With Apparel Brand Licensing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Apparel Brand Licensing industry.

This Insight Report provides a comprehensive analysis of the global Apparel Brand Licensing landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Apparel Brand Licensing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Apparel Brand Licensing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Apparel Brand Licensing and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Apparel Brand Licensing.

This report presents a comprehensive overview, market shares, and growth opportunities of Apparel Brand Licensing market by product type, application, key players and key regions and countries.

Segmentation by Type:

Sportswear

Uniforms

Workwear

Others

Segmentation by Application:

Online

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Offline

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

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Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

PVH Corp.

Iconix Brand Group

Nickelodeon (ViacomCBS)

Major League Baseball

Learfield IMG College

G-Iii Apparel Group

Fanatics Inc

Adidas Ag, Nike Inc

Under Armour

Anta Sports Products Limited

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Puma Se

Columbia Sportswear

Everlast Worldwide, Inc

Hanesbrands Inc

Newell Brands Inc

Ralph Lauren

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