

Global Film and Animation Licensing Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GBC7ABA9DCB2EN.html>

Date: May 2026

Pages: 113

Price: US\$ 3,660.00 (Single User License)

ID: GBC7ABA9DCB2EN

Abstracts

The global Film and Animation Licensing market size is predicted to grow from US\$ 117392 million in 2025 to US\$ 182438 million in 2032; it is expected to grow at a CAGR of 6.8% from 2026 to 2032.

Film and Animation Licensing refers to the process by which intellectual property owners of films, animated content, and related characters grant legal rights to third parties to use, distribute, adapt, or commercialize these assets across various platforms and products, typically through contractual agreements involving royalties or fees, enabling monetization through media distribution, merchandising, brand collaborations, and cross-industry applications while maintaining ownership and control over the original content.

The film and animation licensing industry chain begins upstream with film studios, animation studios, and content creators who develop and own intellectual property assets, followed by midstream licensing agencies, distributors, and rights management firms that negotiate contracts, manage intellectual property rights, and coordinate partnerships, while downstream includes broadcasters, streaming platforms, manufacturers, retailers, and entertainment venues that utilize licensed content and characters in distribution, merchandising, and promotional activities to generate revenue, expand audience reach, enhance brand value, and support cross-media integration across global entertainment and consumer markets.

Globally, ongoing and planned projects in film and animation licensing include expansion of major film franchises into multi-platform ecosystems, development of streaming-exclusive animated series, construction of themed entertainment parks and immersive attractions, collaborations between studios and global brands for

merchandise and promotional campaigns, localization and co-production initiatives to enter emerging markets, and investment in digital content ecosystems such as virtual reality experiences and metaverse platforms, all aimed at maximizing intellectual property value, enhancing audience engagement, and creating diversified revenue streams through strategic licensing and cross-industry partnerships.

2025 Global Market Average Gross Profit Margin: 57%.

The film and animation licensing market is a core component of the global entertainment industry, driven by the increasing importance of intellectual property monetization across multiple platforms and industries. As blockbuster films and popular animated series evolve into long-term franchises, licensing has become a key revenue stream beyond box office and streaming income, enabling content owners to extend brand value through merchandise, partnerships, and derivative media. The rapid growth of streaming platforms has significantly expanded global content distribution, allowing film and animation IP to reach wider audiences and creating more licensing opportunities.

Regionally, North America remains the dominant market due to the presence of major film studios and global entertainment companies, while Asia-Pacific is experiencing the fastest growth, driven by strong animation industries in countries such as Japan and China and increasing demand for localized content. Europe also plays an important role, particularly in co-productions and licensing for publishing and broadcasting. Emerging markets in Latin America, Southeast Asia, and the Middle East are becoming increasingly important as digital access expands and consumer demand for entertainment content rises.

Opportunities in the market are closely linked to digital transformation, including the growth of streaming services, direct-to-consumer distribution, and immersive technologies such as virtual reality and the metaverse. Cross-media franchise development and global brand collaborations are also creating new revenue streams. However, risks include high dependence on the success of individual titles, intellectual property infringement, market saturation, and changing consumer preferences.

Key trends include the rise of franchise ecosystems, increased use of data analytics to guide licensing strategies, and the integration of content across multiple platforms including gaming and interactive media. Competitive dynamics are characterized by a concentration of high-value intellectual property among major studios, alongside growing competition from independent creators and regional content producers.

Companies compete based on the strength of their IP portfolios, global distribution capabilities, and ability to execute cross-platform strategies, making licensing a central pillar of growth in the modern entertainment economy.

LPI (LP Information)' newest research report, the 'Film and Animation Licensing Industry Forecast' looks at past sales and reviews total world Film and Animation Licensing sales in 2025, providing a comprehensive analysis by region and market sector of projected Film and Animation Licensing sales for 2026 through 2032. With Film and Animation Licensing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Film and Animation Licensing industry.

This Insight Report provides a comprehensive analysis of the global Film and Animation 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 Film and Animation Licensing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Film and Animation Licensing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Film and Animation Licensing and breaks down the forecast by Media Type, by Merchandise Type, 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 Film and Animation Licensing.

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

Segmentation by Media Type:

Film Licensing

Animation Licensing

Segmentation by Licensing Type:

Exclusive Licensing

Non-Exclusive Licensing

Segmentation by Contract Structure:

Royalty-Based Licensing

Fixed Fee Licensing

Revenue Sharing Licensing

Hybrid Licensing Model

Segmentation by Merchandise Type:

Toys

Apparel

Entertainment & Media

Home Products

Others

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

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.

The Walt Disney Company

Warner Bros. Discovery

The Pok?mon Company

Paramount

NBCUniversal

Toei Animation

WildBrain

Sony Interactive Entertainment

Toho

Alpha Group

DreamWorks Animation

Studio Ghibli

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