

Global Film and Television Licensed Merchandise Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Film and Television Licensed Merchandise market size is predicted to grow from US\$ 4461 million in 2025 to US\$ 7368 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

Film and television licensed merchandise refers to derivative products that utilize character images, logos, scene elements, or story IPs from movies, TV series, or streaming media content, legally authorized by the copyright holders of such works, and are applied to physical or digital goods. These products encompass categories such as toys, clothing, stationery, home furnishings, collectibles, and digital peripherals. These products are centered on the content IP, with the scope, duration, and revenue-sharing model clearly defined through brand licensing agreements. The licensed manufacturers or retailers are responsible for designing, producing, and selling these products. Film and television licensed merchandise typically leverages the fan base and emotional connection of popular film and television IPs to achieve market conversion, representing an important extension of the content industry's commercialization. Its core characteristics lie in IP-driven consumption, a lifecycle highly correlated with the work's popularity, and enhanced market appeal through cross-industry collaborations and limited-edition releases.

United States market for Film and Television Licensed Merchandise is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Film and Television Licensed Merchandise is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Film and Television Licensed Merchandise is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Film and Television Licensed Merchandise players cover Nemesis Now, Zinc Group, Nacelle, Merch Showroom, Cole Media Group Inc., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Film and Television Licensed Merchandise 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 Film and Television Licensed Merchandise.

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

Segmentation by Type:

Clothing and Accessories

Toys and Games

Fashion Accessories

Others

Segmentation by Licensing Method:

Product Licensing

Outer Packaging Licensing

Gift/Gift Licensing

Others

Segmentation by Technical Form:

Physical Goods

Digital Goods

Segmentation by Application:

Restaurant Collaborations

Commercial Retail

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.

Nemesis Now

Zinc Group

Nacelle

Merch Showroom

Cole Media Group Inc.

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Figure 80. GCC Countries Film and Television Licensed Merchandise Market Size

2027-2032 (\$ millions)

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