

# Global Licensed Merchandise Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global Licensed Merchandise market size was valued at US\$ 269930 million in 2023. With growing demand in downstream market, the Licensed Merchandise is forecast to a readjusted size of US\$ 367140 million by 2030 with a CAGR of 4.5% during review period.

The research report highlights the growth potential of the global Licensed Merchandise market. Licensed Merchandise are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Licensed Merchandise. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Licensed Merchandise market.

Licensing means renting or leasing of an intangible asset. It is a process of creating and managing contracts between the owner of a brand and a company or individual who wants to use the brand in association with a product, for an agreed period of time, within an agreed territory. Licensing is used by brand owners to extend a trademark or character onto products of a completely different nature. In a Licensed Merchandise transaction, an artist, designer, trademark owner or celebrity (the 'licensor') grants a license to a manufacturer or retailer (the 'licensee') to manufacture and sell articles of merchandise which use the property that is the subject of the license, in exchange for a royalty from sales of those articles of merchandise. Typical licensed properties include artwork, characters, trademarks, celebrity names and likenesses, and book and movie titles. Licensed merchandise may include clothing, greeting cards, toys, games,

housewares, jewellery, dinnerware, cosmetics and collectibles.

Global key players of licensed merchandise include The Walt Disney Company, Meredith Corporation, PVH Corp., Authentic Brands Group, WarnerMedia, etc. The top five players hold a share about 46%. Service providers are mainly located in Europe, North America and Japan, they occupied for a share over 72%. North America is the largest market, has a share about 58%, followed by Europe and Asia-Pacific, with share 22% and 14%, separately.

#### Key Features:

The report on Licensed Merchandise market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Licensed Merchandise market. It may include historical data, market segmentation by Type (e.g., Apparels, Toys), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Licensed Merchandise market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Licensed Merchandise market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Licensed Merchandise industry. This include advancements in Licensed Merchandise technology, Licensed Merchandise new entrants, Licensed Merchandise new investment, and other innovations that are shaping the future of Licensed Merchandise.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Licensed Merchandise market. It includes factors influencing customer ' purchasing decisions, preferences for Licensed Merchandise product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Licensed Merchandise market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Licensed Merchandise market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Licensed Merchandise market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Licensed Merchandise industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Licensed Merchandise market.

**Market Segmentation:**

Licensed Merchandise market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

**Segmentation by type**

Apparels

Toys

Accessories

Home Decoration

Software/Video Games

Food and Beverage

Others

### Segmentation by application

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

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

Meredith Corporation

PVH Corp.

Iconix Brand Group

Authentic Brands Group

Universal Brand Development

Nickelodeon (ViacomCBS)

Major League Baseball

Learfield IMG College

Sanrio

Sequential Brands Group

Hasbro

General Motors

National Basketball Association

Electrolux

National Football League

WarnerMedia

The Pok?mon Company International

Procter & Gamble

Ferrari

Ralph Lauren

Mattel

Ford Motor Company

BBC Worldwide

The Hershey Company

Stanley Black & Decker

PGA Tour

National Hockey League

Sunkist Growers

WWE

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Licensed Merchandise Market Size 2019-2030
  - 2.1.2 Licensed Merchandise Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Licensed Merchandise Segment by Type
  - 2.2.1 Apparels
  - 2.2.2 Toys
  - 2.2.3 Accessories
  - 2.2.4 Home Decoration
  - 2.2.5 Software/Video Games
  - 2.2.6 Food and Beverage
  - 2.2.7 Others
- 2.3 Licensed Merchandise Market Size by Type
  - 2.3.1 Licensed Merchandise Market Size CAGR by Type (2019 VS 2023 VS 2030)
  - 2.3.2 Global Licensed Merchandise Market Size Market Share by Type (2019-2024)
- 2.4 Licensed Merchandise Segment by Application
  - 2.4.1 Entertainment
  - 2.4.2 Corporate Trademarks/Brand
  - 2.4.3 Fashion
  - 2.4.4 Sports
  - 2.4.5 Others
- 2.5 Licensed Merchandise Market Size by Application
  - 2.5.1 Licensed Merchandise Market Size CAGR by Application (2019 VS 2023 VS 2030)
  - 2.5.2 Global Licensed Merchandise Market Size Market Share by Application



(2019-2024)

### **3 LICENSED MERCHANDISE MARKET SIZE BY PLAYER**

#### 3.1 Licensed Merchandise Market Size Market Share by Players

3.1.1 Global Licensed Merchandise Revenue by Players (2019-2024)

3.1.2 Global Licensed Merchandise Revenue Market Share by Players (2019-2024)

#### 3.2 Global Licensed Merchandise Key Players Head office and Products Offered

#### 3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

#### 3.4 New Products and Potential Entrants

#### 3.5 Mergers & Acquisitions, Expansion

### **4 LICENSED MERCHANDISE BY REGIONS**

#### 4.1 Licensed Merchandise Market Size by Regions (2019-2024)

#### 4.2 Americas Licensed Merchandise Market Size Growth (2019-2024)

#### 4.3 APAC Licensed Merchandise Market Size Growth (2019-2024)

#### 4.4 Europe Licensed Merchandise Market Size Growth (2019-2024)

#### 4.5 Middle East & Africa Licensed Merchandise Market Size Growth (2019-2024)

### **5 AMERICAS**

#### 5.1 Americas Licensed Merchandise Market Size by Country (2019-2024)

#### 5.2 Americas Licensed Merchandise Market Size by Type (2019-2024)

#### 5.3 Americas Licensed Merchandise Market Size by Application (2019-2024)

#### 5.4 United States

#### 5.5 Canada

#### 5.6 Mexico

#### 5.7 Brazil

### **6 APAC**

#### 6.1 APAC Licensed Merchandise Market Size by Region (2019-2024)

#### 6.2 APAC Licensed Merchandise Market Size by Type (2019-2024)

#### 6.3 APAC Licensed Merchandise Market Size by Application (2019-2024)

#### 6.4 China

#### 6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

## **7 EUROPE**

7.1 Europe Licensed Merchandise by Country (2019-2024)

7.2 Europe Licensed Merchandise Market Size by Type (2019-2024)

7.3 Europe Licensed Merchandise Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Licensed Merchandise by Region (2019-2024)

8.2 Middle East & Africa Licensed Merchandise Market Size by Type (2019-2024)

8.3 Middle East & Africa Licensed Merchandise Market Size by Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## **10 GLOBAL LICENSED MERCHANDISE MARKET FORECAST**

10.1 Global Licensed Merchandise Forecast by Regions (2025-2030)

10.1.1 Global Licensed Merchandise Forecast by Regions (2025-2030)

10.1.2 Americas Licensed Merchandise Forecast

10.1.3 APAC Licensed Merchandise Forecast

- 10.1.4 Europe Licensed Merchandise Forecast
- 10.1.5 Middle East & Africa Licensed Merchandise Forecast
- 10.2 Americas Licensed Merchandise Forecast by Country (2025-2030)
  - 10.2.1 United States Licensed Merchandise Market Forecast
  - 10.2.2 Canada Licensed Merchandise Market Forecast
  - 10.2.3 Mexico Licensed Merchandise Market Forecast
  - 10.2.4 Brazil Licensed Merchandise Market Forecast
- 10.3 APAC Licensed Merchandise Forecast by Region (2025-2030)
  - 10.3.1 China Licensed Merchandise Market Forecast
  - 10.3.2 Japan Licensed Merchandise Market Forecast
  - 10.3.3 Korea Licensed Merchandise Market Forecast
  - 10.3.4 Southeast Asia Licensed Merchandise Market Forecast
  - 10.3.5 India Licensed Merchandise Market Forecast
  - 10.3.6 Australia Licensed Merchandise Market Forecast
- 10.4 Europe Licensed Merchandise Forecast by Country (2025-2030)
  - 10.4.1 Germany Licensed Merchandise Market Forecast
  - 10.4.2 France Licensed Merchandise Market Forecast
  - 10.4.3 UK Licensed Merchandise Market Forecast
  - 10.4.4 Italy Licensed Merchandise Market Forecast
  - 10.4.5 Russia Licensed Merchandise Market Forecast
- 10.5 Middle East & Africa Licensed Merchandise Forecast by Region (2025-2030)
  - 10.5.1 Egypt Licensed Merchandise Market Forecast
  - 10.5.2 South Africa Licensed Merchandise Market Forecast
  - 10.5.3 Israel Licensed Merchandise Market Forecast
  - 10.5.4 Turkey Licensed Merchandise Market Forecast
  - 10.5.5 GCC Countries Licensed Merchandise Market Forecast
- 10.6 Global Licensed Merchandise Forecast by Type (2025-2030)
- 10.7 Global Licensed Merchandise Forecast by Application (2025-2030)

## **11 KEY PLAYERS ANALYSIS**

- 11.1 The Walt Disney Company
  - 11.1.1 The Walt Disney Company Company Information
  - 11.1.2 The Walt Disney Company Licensed Merchandise Product Offered
  - 11.1.3 The Walt Disney Company Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.1.4 The Walt Disney Company Main Business Overview
  - 11.1.5 The Walt Disney Company Latest Developments
- 11.2 Meredith Corporation

- 11.2.1 Meredith Corporation Company Information
- 11.2.2 Meredith Corporation Licensed Merchandise Product Offered
- 11.2.3 Meredith Corporation Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
- 11.2.4 Meredith Corporation Main Business Overview
- 11.2.5 Meredith Corporation Latest Developments
- 11.3 PVH Corp.
  - 11.3.1 PVH Corp. Company Information
  - 11.3.2 PVH Corp. Licensed Merchandise Product Offered
  - 11.3.3 PVH Corp. Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.3.4 PVH Corp. Main Business Overview
  - 11.3.5 PVH Corp. Latest Developments
- 11.4 Iconix Brand Group
  - 11.4.1 Iconix Brand Group Company Information
  - 11.4.2 Iconix Brand Group Licensed Merchandise Product Offered
  - 11.4.3 Iconix Brand Group Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.4.4 Iconix Brand Group Main Business Overview
  - 11.4.5 Iconix Brand Group Latest Developments
- 11.5 Authentic Brands Group
  - 11.5.1 Authentic Brands Group Company Information
  - 11.5.2 Authentic Brands Group Licensed Merchandise Product Offered
  - 11.5.3 Authentic Brands Group Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.5.4 Authentic Brands Group Main Business Overview
  - 11.5.5 Authentic Brands Group Latest Developments
- 11.6 Universal Brand Development
  - 11.6.1 Universal Brand Development Company Information
  - 11.6.2 Universal Brand Development Licensed Merchandise Product Offered
  - 11.6.3 Universal Brand Development Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.6.4 Universal Brand Development Main Business Overview
  - 11.6.5 Universal Brand Development Latest Developments
- 11.7 Nickelodeon (ViacomCBS)
  - 11.7.1 Nickelodeon (ViacomCBS) Company Information
  - 11.7.2 Nickelodeon (ViacomCBS) Licensed Merchandise Product Offered
  - 11.7.3 Nickelodeon (ViacomCBS) Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)

- 11.7.4 Nickelodeon (ViacomCBS) Main Business Overview
- 11.7.5 Nickelodeon (ViacomCBS) Latest Developments
- 11.8 Major League Baseball
  - 11.8.1 Major League Baseball Company Information
  - 11.8.2 Major League Baseball Licensed Merchandise Product Offered
  - 11.8.3 Major League Baseball Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.8.4 Major League Baseball Main Business Overview
  - 11.8.5 Major League Baseball Latest Developments
- 11.9 Learfield IMG College
  - 11.9.1 Learfield IMG College Company Information
  - 11.9.2 Learfield IMG College Licensed Merchandise Product Offered
  - 11.9.3 Learfield IMG College Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.9.4 Learfield IMG College Main Business Overview
  - 11.9.5 Learfield IMG College Latest Developments
- 11.10 Sanrio
  - 11.10.1 Sanrio Company Information
  - 11.10.2 Sanrio Licensed Merchandise Product Offered
  - 11.10.3 Sanrio Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.10.4 Sanrio Main Business Overview
  - 11.10.5 Sanrio Latest Developments
- 11.11 Sequential Brands Group
  - 11.11.1 Sequential Brands Group Company Information
  - 11.11.2 Sequential Brands Group Licensed Merchandise Product Offered
  - 11.11.3 Sequential Brands Group Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.11.4 Sequential Brands Group Main Business Overview
  - 11.11.5 Sequential Brands Group Latest Developments
- 11.12 Hasbro
  - 11.12.1 Hasbro Company Information
  - 11.12.2 Hasbro Licensed Merchandise Product Offered
  - 11.12.3 Hasbro Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.12.4 Hasbro Main Business Overview
  - 11.12.5 Hasbro Latest Developments
- 11.13 General Motors
  - 11.13.1 General Motors Company Information

- 11.13.2 General Motors Licensed Merchandise Product Offered
- 11.13.3 General Motors Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
- 11.13.4 General Motors Main Business Overview
- 11.13.5 General Motors Latest Developments
- 11.14 National Basketball Association
  - 11.14.1 National Basketball Association Company Information
  - 11.14.2 National Basketball Association Licensed Merchandise Product Offered
  - 11.14.3 National Basketball Association Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.14.4 National Basketball Association Main Business Overview
  - 11.14.5 National Basketball Association Latest Developments
- 11.15 Electrolux
  - 11.15.1 Electrolux Company Information
  - 11.15.2 Electrolux Licensed Merchandise Product Offered
  - 11.15.3 Electrolux Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.15.4 Electrolux Main Business Overview
  - 11.15.5 Electrolux Latest Developments
- 11.16 National Football League
  - 11.16.1 National Football League Company Information
  - 11.16.2 National Football League Licensed Merchandise Product Offered
  - 11.16.3 National Football League Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.16.4 National Football League Main Business Overview
  - 11.16.5 National Football League Latest Developments
- 11.17 WarnerMedia
  - 11.17.1 WarnerMedia Company Information
  - 11.17.2 WarnerMedia Licensed Merchandise Product Offered
  - 11.17.3 WarnerMedia Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.17.4 WarnerMedia Main Business Overview
  - 11.17.5 WarnerMedia Latest Developments
- 11.18 The Pok?mon Company International
  - 11.18.1 The Pok?mon Company International Company Information
  - 11.18.2 The Pok?mon Company International Licensed Merchandise Product Offered
  - 11.18.3 The Pok?mon Company International Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.18.4 The Pok?mon Company International Main Business Overview



- 11.18.5 The Pok?mon Company International Latest Developments
- 11.19 Procter & Gamble
  - 11.19.1 Procter & Gamble Company Information
  - 11.19.2 Procter & Gamble Licensed Merchandise Product Offered
  - 11.19.3 Procter & Gamble Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.19.4 Procter & Gamble Main Business Overview
  - 11.19.5 Procter & Gamble Latest Developments
- 11.20 Ferrari
  - 11.20.1 Ferrari Company Information
  - 11.20.2 Ferrari Licensed Merchandise Product Offered
  - 11.20.3 Ferrari Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.20.4 Ferrari Main Business Overview
  - 11.20.5 Ferrari Latest Developments
- 11.21 Ralph Lauren
  - 11.21.1 Ralph Lauren Company Information
  - 11.21.2 Ralph Lauren Licensed Merchandise Product Offered
  - 11.21.3 Ralph Lauren Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.21.4 Ralph Lauren Main Business Overview
  - 11.21.5 Ralph Lauren Latest Developments
- 11.22 Mattel
  - 11.22.1 Mattel Company Information
  - 11.22.2 Mattel Licensed Merchandise Product Offered
  - 11.22.3 Mattel Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.22.4 Mattel Main Business Overview
  - 11.22.5 Mattel Latest Developments
- 11.23 Ford Motor Company
  - 11.23.1 Ford Motor Company Company Information
  - 11.23.2 Ford Motor Company Licensed Merchandise Product Offered
  - 11.23.3 Ford Motor Company Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)
  - 11.23.4 Ford Motor Company Main Business Overview
  - 11.23.5 Ford Motor Company Latest Developments
- 11.24 BBC Worldwide
  - 11.24.1 BBC Worldwide Company Information
  - 11.24.2 BBC Worldwide Licensed Merchandise Product Offered

11.24.3 BBC Worldwide Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)

11.24.4 BBC Worldwide Main Business Overview

11.24.5 BBC Worldwide Latest Developments

11.25 The Hershey Company

11.25.1 The Hershey Company Company Information

11.25.2 The Hershey Company Licensed Merchandise Product Offered

11.25.3 The Hershey Company Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)

11.25.4 The Hershey Company Main Business Overview

11.25.5 The Hershey Company Latest Developments

11.26 Stanley Black & Decker

11.26.1 Stanley Black & Decker Company Information

11.26.2 Stanley Black & Decker Licensed Merchandise Product Offered

11.26.3 Stanley Black & Decker Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)

11.26.4 Stanley Black & Decker Main Business Overview

11.26.5 Stanley Black & Decker Latest Developments

11.27 PGA Tour

11.27.1 PGA Tour Company Information

11.27.2 PGA Tour Licensed Merchandise Product Offered

11.27.3 PGA Tour Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)

11.27.4 PGA Tour Main Business Overview

11.27.5 PGA Tour Latest Developments

11.28 National Hockey League

11.28.1 National Hockey League Company Information

11.28.2 National Hockey League Licensed Merchandise Product Offered

11.28.3 National Hockey League Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)

11.28.4 National Hockey League Main Business Overview

11.28.5 National Hockey League Latest Developments

11.29 Sunkist Growers

11.29.1 Sunkist Growers Company Information

11.29.2 Sunkist Growers Licensed Merchandise Product Offered

11.29.3 Sunkist Growers Licensed Merchandise Revenue, Gross Margin and Market Share (2019-2024)

11.29.4 Sunkist Growers Main Business Overview

11.29.5 Sunkist Growers Latest Developments



## 11.30 WWE

11.30.1 WWE Company Information

11.30.2 WWE Licensed Merchandise Product Offered

11.30.3 WWE Licensed Merchandise Revenue, Gross Margin and Market Share  
(2019-2024)

11.30.4 WWE Main Business Overview

11.30.5 WWE Latest Developments

## 12 RESEARCH FINDINGS AND CONCLUSION

## List Of Tables

### LIST OF TABLES

Table 1. Licensed Merchandise Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Apparels

Table 3. Major Players of Toys

Table 4. Major Players of Accessories

Table 5. Major Players of Home Decoration

Table 6. Major Players of Software/Video Games

Table 7. Major Players of Food and Beverage

Table 8. Major Players of Others

Table 9. Licensed Merchandise Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 10. Global Licensed Merchandise Market Size by Type (2019-2024) & (\$ Millions)

Table 11. Global Licensed Merchandise Market Size Market Share by Type (2019-2024)

Table 12. Licensed Merchandise Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 13. Global Licensed Merchandise Market Size by Application (2019-2024) & (\$ Millions)

Table 14. Global Licensed Merchandise Market Size Market Share by Application (2019-2024)

Table 15. Global Licensed Merchandise Revenue by Players (2019-2024) & (\$ Millions)

Table 16. Global Licensed Merchandise Revenue Market Share by Player (2019-2024)

Table 17. Licensed Merchandise Key Players Head office and Products Offered

Table 18. Licensed Merchandise Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 19. New Products and Potential Entrants

Table 20. Mergers & Acquisitions, Expansion

Table 21. Global Licensed Merchandise Market Size by Regions 2019-2024 & (\$ Millions)

Table 22. Global Licensed Merchandise Market Size Market Share by Regions (2019-2024)

Table 23. Global Licensed Merchandise Revenue by Country/Region (2019-2024) & (\$ millions)

Table 24. Global Licensed Merchandise Revenue Market Share by Country/Region (2019-2024)

Table 25. Americas Licensed Merchandise Market Size by Country (2019-2024) & (\$ Millions)

Table 26. Americas Licensed Merchandise Market Size Market Share by Country (2019-2024)

Table 27. Americas Licensed Merchandise Market Size by Type (2019-2024) & (\$ Millions)

Table 28. Americas Licensed Merchandise Market Size Market Share by Type (2019-2024)

Table 29. Americas Licensed Merchandise Market Size by Application (2019-2024) & (\$ Millions)

Table 30. Americas Licensed Merchandise Market Size Market Share by Application (2019-2024)

Table 31. APAC Licensed Merchandise Market Size by Region (2019-2024) & (\$ Millions)

Table 32. APAC Licensed Merchandise Market Size Market Share by Region (2019-2024)

Table 33. APAC Licensed Merchandise Market Size by Type (2019-2024) & (\$ Millions)

Table 34. APAC Licensed Merchandise Market Size Market Share by Type (2019-2024)

Table 35. APAC Licensed Merchandise Market Size by Application (2019-2024) & (\$ Millions)

Table 36. APAC Licensed Merchandise Market Size Market Share by Application (2019-2024)

Table 37. Europe Licensed Merchandise Market Size by Country (2019-2024) & (\$ Millions)

Table 38. Europe Licensed Merchandise Market Size Market Share by Country (2019-2024)

Table 39. Europe Licensed Merchandise Market Size by Type (2019-2024) & (\$ Millions)

Table 40. Europe Licensed Merchandise Market Size Market Share by Type (2019-2024)

Table 41. Europe Licensed Merchandise Market Size by Application (2019-2024) & (\$ Millions)

Table 42. Europe Licensed Merchandise Market Size Market Share by Application (2019-2024)

Table 43. Middle East & Africa Licensed Merchandise Market Size by Region (2019-2024) & (\$ Millions)

Table 44. Middle East & Africa Licensed Merchandise Market Size Market Share by Region (2019-2024)

Table 45. Middle East & Africa Licensed Merchandise Market Size by Type (2019-2024)

& (\$ Millions)

Table 46. Middle East & Africa Licensed Merchandise Market Size Market Share by Type (2019-2024)

Table 47. Middle East & Africa Licensed Merchandise Market Size by Application (2019-2024) & (\$ Millions)

Table 48. Middle East & Africa Licensed Merchandise Market Size Market Share by Application (2019-2024)

Table 49. Key Market Drivers & Growth Opportunities of Licensed Merchandise

Table 50. Key Market Challenges & Risks of Licensed Merchandise

Table 51. Key Industry Trends of Licensed Merchandise

Table 52. Global Licensed Merchandise Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 53. Global Licensed Merchandise Market Size Market Share Forecast by Regions (2025-2030)

Table 54. Global Licensed Merchandise Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 55. Global Licensed Merchandise Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 56. The Walt Disney Company Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 57. The Walt Disney Company Licensed Merchandise Product Offered

Table 58. The Walt Disney Company Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 59. The Walt Disney Company Main Business

Table 60. The Walt Disney Company Latest Developments

Table 61. Meredith Corporation Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 62. Meredith Corporation Licensed Merchandise Product Offered

Table 63. Meredith Corporation Main Business

Table 64. Meredith Corporation Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 65. Meredith Corporation Latest Developments

Table 66. PVH Corp. Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 67. PVH Corp. Licensed Merchandise Product Offered

Table 68. PVH Corp. Main Business

Table 69. PVH Corp. Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. PVH Corp. Latest Developments

Table 71. Iconix Brand Group Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 72. Iconix Brand Group Licensed Merchandise Product Offered

Table 73. Iconix Brand Group Main Business

Table 74. Iconix Brand Group Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. Iconix Brand Group Latest Developments

Table 76. Authentic Brands Group Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 77. Authentic Brands Group Licensed Merchandise Product Offered

Table 78. Authentic Brands Group Main Business

Table 79. Authentic Brands Group Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. Authentic Brands Group Latest Developments

Table 81. Universal Brand Development Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 82. Universal Brand Development Licensed Merchandise Product Offered

Table 83. Universal Brand Development Main Business

Table 84. Universal Brand Development Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. Universal Brand Development Latest Developments

Table 86. Nickelodeon (ViacomCBS) Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 87. Nickelodeon (ViacomCBS) Licensed Merchandise Product Offered

Table 88. Nickelodeon (ViacomCBS) Main Business

Table 89. Nickelodeon (ViacomCBS) Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. Nickelodeon (ViacomCBS) Latest Developments

Table 91. Major League Baseball Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 92. Major League Baseball Licensed Merchandise Product Offered

Table 93. Major League Baseball Main Business

Table 94. Major League Baseball Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 95. Major League Baseball Latest Developments

Table 96. Learfield IMG College Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 97. Learfield IMG College Licensed Merchandise Product Offered

Table 98. Learfield IMG College Main Business

Table 99. Learfield IMG College Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 100. Learfield IMG College Latest Developments

Table 101. Sanrio Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 102. Sanrio Licensed Merchandise Product Offered

Table 103. Sanrio Main Business

Table 104. Sanrio Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 105. Sanrio Latest Developments

Table 106. Sequential Brands Group Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 107. Sequential Brands Group Licensed Merchandise Product Offered

Table 108. Sequential Brands Group Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 109. Sequential Brands Group Main Business

Table 110. Sequential Brands Group Latest Developments

Table 111. Hasbro Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 112. Hasbro Licensed Merchandise Product Offered

Table 113. Hasbro Main Business

Table 114. Hasbro Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 115. Hasbro Latest Developments

Table 116. General Motors Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 117. General Motors Licensed Merchandise Product Offered

Table 118. General Motors Main Business

Table 119. General Motors Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 120. General Motors Latest Developments

Table 121. National Basketball Association Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 122. National Basketball Association Licensed Merchandise Product Offered

Table 123. National Basketball Association Main Business

Table 124. National Basketball Association Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 125. National Basketball Association Latest Developments

Table 126. Electrolux Details, Company Type, Licensed Merchandise Area Served and



## Its Competitors

Table 127. Electrolux Licensed Merchandise Product Offered

Table 128. Electrolux Main Business

Table 129. Electrolux Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 130. Electrolux Latest Developments

Table 131. National Football League Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 132. National Football League Licensed Merchandise Product Offered

Table 133. National Football League Main Business

Table 134. National Football League Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 135. National Football League Latest Developments

Table 136. WarnerMedia Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 137. WarnerMedia Licensed Merchandise Product Offered

Table 138. WarnerMedia Main Business

Table 139. WarnerMedia Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 140. WarnerMedia Latest Developments

Table 141. The Pok?mon Company International Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 142. The Pok?mon Company International Licensed Merchandise Product Offered

Table 143. The Pok?mon Company International Main Business

Table 144. The Pok?mon Company International Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 145. The Pok?mon Company International Latest Developments

Table 146. Procter & Gamble Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 147. Procter & Gamble Licensed Merchandise Product Offered

Table 148. Procter & Gamble Main Business

Table 149. Procter & Gamble Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 150. Procter & Gamble Latest Developments

Table 151. Ferrari Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 152. Ferrari Licensed Merchandise Product Offered

Table 153. Ferrari Main Business

Table 154. Ferrari Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 155. Ferrari Latest Developments

Table 156. Ralph Lauren Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 157. Ralph Lauren Licensed Merchandise Product Offered

Table 158. Ralph Lauren Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 159. Ralph Lauren Main Business

Table 160. Ralph Lauren Latest Developments

Table 161. Mattel Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 162. Mattel Licensed Merchandise Product Offered

Table 163. Mattel Main Business

Table 164. Mattel Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 165. Mattel Latest Developments

Table 166. Ford Motor Company Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 167. Ford Motor Company Licensed Merchandise Product Offered

Table 168. Ford Motor Company Main Business

Table 169. Ford Motor Company Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 170. Ford Motor Company Latest Developments

Table 171. BBC Worldwide Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 172. BBC Worldwide Licensed Merchandise Product Offered

Table 173. BBC Worldwide Main Business

Table 174. BBC Worldwide Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 175. BBC Worldwide Latest Developments

Table 176. The Hershey Company Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 177. The Hershey Company Licensed Merchandise Product Offered

Table 178. The Hershey Company Main Business

Table 179. The Hershey Company Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 180. The Hershey Company Latest Developments

Table 181. Stanley Black & Decker Details, Company Type, Licensed Merchandise



## Area Served and Its Competitors

Table 182. Stanley Black & Decker Licensed Merchandise Product Offered

Table 183. Stanley Black & Decker Main Business

Table 184. Stanley Black & Decker Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 185. Stanley Black & Decker Latest Developments

Table 186. PGA Tour Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 187. PGA Tour Licensed Merchandise Product Offered

Table 188. PGA Tour Main Business

Table 189. PGA Tour Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 190. PGA Tour Latest Developments

Table 191. National Hockey League Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 192. National Hockey League Licensed Merchandise Product Offered

Table 193. National Hockey League Main Business

Table 194. National Hockey League Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 195. National Hockey League Latest Developments

Table 196. Sunkist Growers Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 197. Sunkist Growers Licensed Merchandise Product Offered

Table 198. Sunkist Growers Main Business

Table 199. Sunkist Growers Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 200. Sunkist Growers Latest Developments

Table 201. WWE Details, Company Type, Licensed Merchandise Area Served and Its Competitors

Table 202. WWE Licensed Merchandise Product Offered

Table 203. WWE Main Business

Table 204. WWE Licensed Merchandise Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 205. WWE Latest Developments

## List Of Figures

### LIST OF FIGURES

Figure 1. Licensed Merchandise Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Licensed Merchandise Market Size Growth Rate 2019-2030 (\$ Millions)

Figure 6. Licensed Merchandise Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Figure 7. Licensed Merchandise Sales Market Share by Country/Region (2023)

Figure 8. Licensed Merchandise Sales Market Share by Country/Region (2019, 2023 & 2030)

Figure 9. Global Licensed Merchandise Market Size Market Share by Type in 2023

Figure 10. Licensed Merchandise in Entertainment

Figure 11. Global Licensed Merchandise Market: Entertainment (2019-2024) & (\$ Millions)

Figure 12. Licensed Merchandise in Corporate Trademarks/Brand

Figure 13. Global Licensed Merchandise Market: Corporate Trademarks/Brand (2019-2024) & (\$ Millions)

Figure 14. Licensed Merchandise in Fashion

Figure 15. Global Licensed Merchandise Market: Fashion (2019-2024) & (\$ Millions)

Figure 16. Licensed Merchandise in Sports

Figure 17. Global Licensed Merchandise Market: Sports (2019-2024) & (\$ Millions)

Figure 18. Licensed Merchandise in Others

Figure 19. Global Licensed Merchandise Market: Others (2019-2024) & (\$ Millions)

Figure 20. Global Licensed Merchandise Market Size Market Share by Application in 2023

Figure 21. Global Licensed Merchandise Revenue Market Share by Player in 2023

Figure 22. Global Licensed Merchandise Market Size Market Share by Regions (2019-2024)

Figure 23. Americas Licensed Merchandise Market Size 2019-2024 (\$ Millions)

Figure 24. APAC Licensed Merchandise Market Size 2019-2024 (\$ Millions)

Figure 25. Europe Licensed Merchandise Market Size 2019-2024 (\$ Millions)

Figure 26. Middle East & Africa Licensed Merchandise Market Size 2019-2024 (\$ Millions)

Figure 27. Americas Licensed Merchandise Value Market Share by Country in 2023

Figure 28. United States Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 29. Canada Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Mexico Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Brazil Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 32. APAC Licensed Merchandise Market Size Market Share by Region in 2023

Figure 33. APAC Licensed Merchandise Market Size Market Share by Type in 2023

Figure 34. APAC Licensed Merchandise Market Size Market Share by Application in 2023

Figure 35. China Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 36. Japan Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 37. Korea Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 38. Southeast Asia Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 39. India Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 40. Australia Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Europe Licensed Merchandise Market Size Market Share by Country in 2023

Figure 42. Europe Licensed Merchandise Market Size Market Share by Type (2019-2024)

Figure 43. Europe Licensed Merchandise Market Size Market Share by Application (2019-2024)

Figure 44. Germany Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 45. France Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 46. UK Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 47. Italy Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Russia Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Middle East & Africa Licensed Merchandise Market Size Market Share by Region (2019-2024)

Figure 50. Middle East & Africa Licensed Merchandise Market Size Market Share by Type (2019-2024)

Figure 51. Middle East & Africa Licensed Merchandise Market Size Market Share by Application (2019-2024)

Figure 52. Egypt Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 53. South Africa Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 54. Israel Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 55. Turkey Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

Figure 56. GCC Country Licensed Merchandise Market Size Growth 2019-2024 (\$ Millions)

- Figure 57. Americas Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 58. APAC Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 59. Europe Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 60. Middle East & Africa Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 61. United States Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 62. Canada Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 63. Mexico Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 64. Brazil Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 65. China Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 66. Japan Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 67. Korea Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 68. Southeast Asia Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 69. India Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 70. Australia Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 71. Germany Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 72. France Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 73. UK Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 74. Italy Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 75. Russia Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 76. Spain Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 77. Egypt Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 78. South Africa Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 79. Israel Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 80. Turkey Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 81. GCC Countries Licensed Merchandise Market Size 2025-2030 (\$ Millions)
- Figure 82. Global Licensed Merchandise Market Size Market Share Forecast by Type (2025-2030)
- Figure 83. Global Licensed Merchandise Market Size Market Share Forecast by Application (2025-2030)

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