

Global Licensed Merchandise and Services 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 and Services market size was valued at US\$ 330270 million in 2023. With growing demand in downstream market, the Licensed Merchandise and Services is forecast to a readjusted size of US\$ 447020 million by 2030 with a CAGR of 4.4% during review period.

The research report highlights the growth potential of the global Licensed Merchandise and Services market. Licensed Merchandise and Services 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 and Services. 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 and Services 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.

On the product side of our analysis, Apparel (17.80%), Toys (13.24%) and Accessories (11.33%) were the clear leading retail Sales share categories of licensed products in 2022. The size of the Home Decoration Category which was driven by the success of some large direct to retail licensing programs was a very healthy 7.33% of the market and we expect this category to grow in future years.

On a regional basis, in 2022, North America is the dominant market for Brand Licensing, accounting for 57.62% of global retail sales, followed by Europe (22.25%) and Asia-Pacific (15.12%). The greatest Brand Licensing sales growth was reported in developing regions of China.

The worldwide Brand Licensing market is becoming increasingly global with much of the new opportunity outside of the more saturated United States market. Economies are finally starting to rebound on a more global basis leading to strong growth trends in the Brand Licensing industry. Non-traditional retail channels and on-line commerce are and will be key sources of growth going forward. Direct-To-Retail license agreements continue to be an important mechanism to break into retail because they offer retailers something unique in a declining brick and mortar shelf space environment and enable new brands to gain a foothold into the retail market. As physical shelf space contracts, on-line shelf space is multiplying at a very rapid pace. The impact of digital product distribution is impacting the way we live, consume and entertain ourselves and that is serving to accelerate the globalization of our industry. And finally, on-line e-commerce is turning into the key distribution channel for licensed goods in developing markets as broadband infrastructure is being put in place ahead of traditional brick and mortar retail locations.

Key Features:

The report on Licensed Merchandise and Services 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 and Services 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 and Services 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 and Services 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 and Services industry. This include advancements in Licensed Merchandise and Services technology, Licensed Merchandise and Services new entrants, Licensed Merchandise and Services new investment, and other innovations that are shaping the future of Licensed Merchandise and Services.

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

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Licensed Merchandise and Services market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Licensed Merchandise and Services 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 and Services market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Licensed Merchandise and Services 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 and Services market.

Market Segmentation:

Licensed Merchandise and Services 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

Dotdash Meredith

Authentic Brands Group

Warner Bros. Consumer Products (WarnerMedia)

Universal Brand Development (NBC Universal)

PVH Corp.

Hasbro

The Pok?mon Company International

Mattel

Bluestar Alliance

Paramount Consumer Products (Paramount Global)

WHP Global

General Motors

Electrolux

Stanley Black & Decker

Sanrio

Iconix Brand Group

Procter & Gamble

BBC Studios

Kathy Ireland Worldwide

Caterpillar

Whirlpool Corporation

Ferrari

Major League Baseball

NFL Players Association

National Football League

Ford Motor Company

Rainbow

Toei Animation

The Hershey Company

National Basketball Association

Sunkist Growers

PGA Tour

WWE

Ralph Lauren

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