

Global Licensed Merchandise Retail 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 Retail market size was valued at US\$ 11800 million in 2023. With growing demand in downstream market, the Licensed Merchandise Retail is forecast to a readjusted size of US\$ 15330 million by 2030 with a CAGR of 3.8% during review period.

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

In a merchandise license 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, jewelry, dinnerware, cosmetics and collectibles.

Key Features:



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

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

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

Market Forecasts and Future Outlook: Based on the analysis conducted, the research

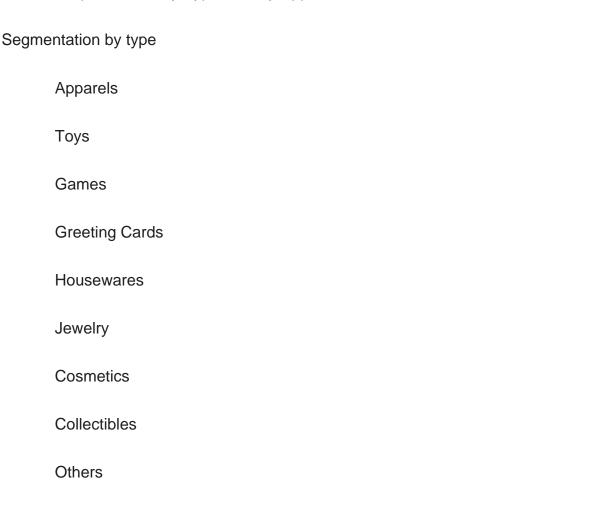


report provide market forecasts and outlook for the Licensed Merchandise Retail industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

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 Retail market.

Market Segmentation:

Licensed Merchandise Retail 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 application

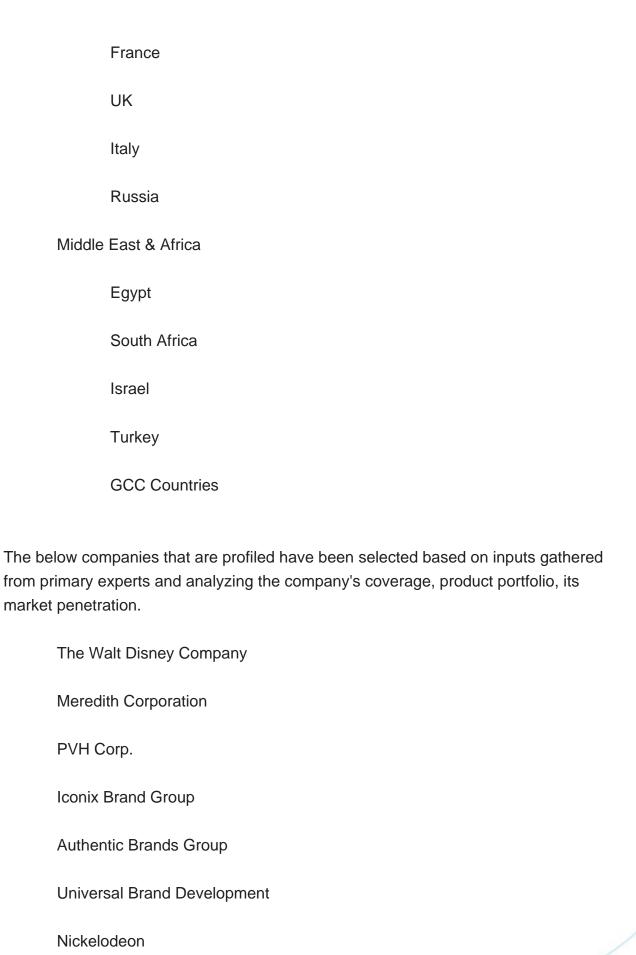
Entertainment



Corpor	ate Trademarks/Brand
Fashio	n
Sports	
Others	
This assess als	
This report als	o splits the market by region:
Americ	eas
	United States
	Canada
	Mexico
	Brazil
APAC	
	China
	Japan
	Korea
	Southeast Asia
	India
	Australia
Europe	

Germany







Major League Baseball	
IMG College (Collegiate Licensing Company)	
Sanrio	
Sequential Brands Group	
Westinghouse	
General Motors	
National Basketball Association	
Electrolux	
National Football League	
Warner Bros. Consumer Products	
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 Retail Market Size 2019-2030
- 2.1.2 Licensed Merchandise Retail Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Licensed Merchandise Retail Segment by Type
 - 2.2.1 Apparels
 - 2.2.2 Toys
 - 2.2.3 Games
 - 2.2.4 Greeting Cards
 - 2.2.5 Housewares
 - 2.2.6 Jewelry
 - 2.2.7 Cosmetics
 - 2.2.8 Collectibles
 - 2.2.9 Others
- 2.3 Licensed Merchandise Retail Market Size by Type
- 2.3.1 Licensed Merchandise Retail Market Size CAGR by Type (2019 VS 2023 VS 2030)
- 2.3.2 Global Licensed Merchandise Retail Market Size Market Share by Type (2019-2024)
- 2.4 Licensed Merchandise Retail 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 Retail Market Size by Application
- 2.5.1 Licensed Merchandise Retail Market Size CAGR by Application (2019 VS 2023 VS 2030)
- 2.5.2 Global Licensed Merchandise Retail Market Size Market Share by Application (2019-2024)

3 LICENSED MERCHANDISE RETAIL MARKET SIZE BY PLAYER

- 3.1 Licensed Merchandise Retail Market Size Market Share by Players
 - 3.1.1 Global Licensed Merchandise Retail Revenue by Players (2019-2024)
- 3.1.2 Global Licensed Merchandise Retail Revenue Market Share by Players (2019-2024)
- 3.2 Global Licensed Merchandise Retail 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 RETAIL BY REGIONS

- 4.1 Licensed Merchandise Retail Market Size by Regions (2019-2024)
- 4.2 Americas Licensed Merchandise Retail Market Size Growth (2019-2024)
- 4.3 APAC Licensed Merchandise Retail Market Size Growth (2019-2024)
- 4.4 Europe Licensed Merchandise Retail Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Licensed Merchandise Retail Market Size Growth (2019-2024)

5 AMERICAS

- 5.1 Americas Licensed Merchandise Retail Market Size by Country (2019-2024)
- 5.2 Americas Licensed Merchandise Retail Market Size by Type (2019-2024)
- 5.3 Americas Licensed Merchandise Retail 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 Retail Market Size by Region (2019-2024)
- 6.2 APAC Licensed Merchandise Retail Market Size by Type (2019-2024)
- 6.3 APAC Licensed Merchandise Retail 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 Retail by Country (2019-2024)
- 7.2 Europe Licensed Merchandise Retail Market Size by Type (2019-2024)
- 7.3 Europe Licensed Merchandise Retail 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 Retail by Region (2019-2024)
- 8.2 Middle East & Africa Licensed Merchandise Retail Market Size by Type (2019-2024)
- 8.3 Middle East & Africa Licensed Merchandise Retail 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 RETAIL MARKET FORECAST

- 10.1 Global Licensed Merchandise Retail Forecast by Regions (2025-2030)
 - 10.1.1 Global Licensed Merchandise Retail Forecast by Regions (2025-2030)
 - 10.1.2 Americas Licensed Merchandise Retail Forecast
 - 10.1.3 APAC Licensed Merchandise Retail Forecast
- 10.1.4 Europe Licensed Merchandise Retail Forecast
- 10.1.5 Middle East & Africa Licensed Merchandise Retail Forecast
- 10.2 Americas Licensed Merchandise Retail Forecast by Country (2025-2030)
 - 10.2.1 United States Licensed Merchandise Retail Market Forecast
 - 10.2.2 Canada Licensed Merchandise Retail Market Forecast
- 10.2.3 Mexico Licensed Merchandise Retail Market Forecast
- 10.2.4 Brazil Licensed Merchandise Retail Market Forecast
- 10.3 APAC Licensed Merchandise Retail Forecast by Region (2025-2030)
- 10.3.1 China Licensed Merchandise Retail Market Forecast
- 10.3.2 Japan Licensed Merchandise Retail Market Forecast
- 10.3.3 Korea Licensed Merchandise Retail Market Forecast
- 10.3.4 Southeast Asia Licensed Merchandise Retail Market Forecast
- 10.3.5 India Licensed Merchandise Retail Market Forecast
- 10.3.6 Australia Licensed Merchandise Retail Market Forecast
- 10.4 Europe Licensed Merchandise Retail Forecast by Country (2025-2030)
 - 10.4.1 Germany Licensed Merchandise Retail Market Forecast
 - 10.4.2 France Licensed Merchandise Retail Market Forecast
 - 10.4.3 UK Licensed Merchandise Retail Market Forecast
 - 10.4.4 Italy Licensed Merchandise Retail Market Forecast
 - 10.4.5 Russia Licensed Merchandise Retail Market Forecast
- 10.5 Middle East & Africa Licensed Merchandise Retail Forecast by Region (2025-2030)
 - 10.5.1 Egypt Licensed Merchandise Retail Market Forecast
 - 10.5.2 South Africa Licensed Merchandise Retail Market Forecast
 - 10.5.3 Israel Licensed Merchandise Retail Market Forecast
 - 10.5.4 Turkey Licensed Merchandise Retail Market Forecast
 - 10.5.5 GCC Countries Licensed Merchandise Retail Market Forecast
- 10.6 Global Licensed Merchandise Retail Forecast by Type (2025-2030)
- 10.7 Global Licensed Merchandise Retail 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 Retail Product Offered
- 11.1.3 The Walt Disney Company Licensed Merchandise Retail 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 Retail Product Offered
- 11.2.3 Meredith Corporation Licensed Merchandise Retail 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 Retail Product Offered
- 11.3.3 PVH Corp. Licensed Merchandise Retail 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 Retail Product Offered
- 11.4.3 Iconix Brand Group Licensed Merchandise Retail 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 Retail Product Offered
- 11.5.3 Authentic Brands Group Licensed Merchandise Retail 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 Retail Product Offered
- 11.6.3 Universal Brand Development Licensed Merchandise Retail 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
- 11.7.1 Nickelodeon Company Information
- 11.7.2 Nickelodeon Licensed Merchandise Retail Product Offered
- 11.7.3 Nickelodeon Licensed Merchandise Retail Revenue, Gross Margin and Market Share (2019-2024)
 - 11.7.4 Nickelodeon Main Business Overview
 - 11.7.5 Nickelodeon Latest Developments
- 11.8 Major League Baseball
 - 11.8.1 Major League Baseball Company Information
 - 11.8.2 Major League Baseball Licensed Merchandise Retail Product Offered
- 11.8.3 Major League Baseball Licensed Merchandise Retail 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 IMG College (Collegiate Licensing Company)
 - 11.9.1 IMG College (Collegiate Licensing Company) Company Information
- 11.9.2 IMG College (Collegiate Licensing Company) Licensed Merchandise Retail Product Offered
- 11.9.3 IMG College (Collegiate Licensing Company) Licensed Merchandise Retail Revenue, Gross Margin and Market Share (2019-2024)
 - 11.9.4 IMG College (Collegiate Licensing Company) Main Business Overview
 - 11.9.5 IMG College (Collegiate Licensing Company) Latest Developments
- 11.10 Sanrio
 - 11.10.1 Sanrio Company Information
 - 11.10.2 Sanrio Licensed Merchandise Retail Product Offered
- 11.10.3 Sanrio Licensed Merchandise Retail 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 Retail Product Offered
- 11.11.3 Sequential Brands Group Licensed Merchandise Retail 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 Westinghouse
 - 11.12.1 Westinghouse Company Information
 - 11.12.2 Westinghouse Licensed Merchandise Retail Product Offered
- 11.12.3 Westinghouse Licensed Merchandise Retail Revenue, Gross Margin and Market Share (2019-2024)
 - 11.12.4 Westinghouse Main Business Overview
 - 11.12.5 Westinghouse Latest Developments
- 11.13 General Motors
 - 11.13.1 General Motors Company Information
 - 11.13.2 General Motors Licensed Merchandise Retail Product Offered
- 11.13.3 General Motors Licensed Merchandise Retail 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 Retail Product Offered
- 11.14.3 National Basketball Association Licensed Merchandise Retail 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 Retail Product Offered
- 11.15.3 Electrolux Licensed Merchandise Retail 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 Retail Product Offered
- 11.16.3 National Football League Licensed Merchandise Retail 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 Warner Bros. Consumer Products
 - 11.17.1 Warner Bros. Consumer Products Company Information
- 11.17.2 Warner Bros. Consumer Products Licensed Merchandise Retail Product Offered



- 11.17.3 Warner Bros. Consumer Products Licensed Merchandise Retail Revenue, Gross Margin and Market Share (2019-2024)
 - 11.17.4 Warner Bros. Consumer Products Main Business Overview
 - 11.17.5 Warner Bros. Consumer Products 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 Retail Product Offered
- 11.18.3 The Pok?mon Company International Licensed Merchandise Retail 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 Retail Product Offered
- 11.19.3 Procter & Gamble Licensed Merchandise Retail 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 Retail Product Offered
- 11.20.3 Ferrari Licensed Merchandise Retail 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 Retail Product Offered
- 11.21.3 Ralph Lauren Licensed Merchandise Retail 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 Retail Product Offered
- 11.22.3 Mattel Licensed Merchandise Retail 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 Retail Product Offered
- 11.23.3 Ford Motor Company Licensed Merchandise Retail 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 Retail Product Offered
- 11.24.3 BBC Worldwide Licensed Merchandise Retail 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 Retail Product Offered
- 11.25.3 The Hershey Company Licensed Merchandise Retail 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 Retail Product Offered
- 11.26.3 Stanley Black & Decker Licensed Merchandise Retail 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 Retail Product Offered
- 11.27.3 PGA Tour Licensed Merchandise Retail 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 Retail Product Offered



- 11.28.3 National Hockey League Licensed Merchandise Retail 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 Retail Product Offered
- 11.29.3 Sunkist Growers Licensed Merchandise Retail 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 Retail Product Offered
- 11.30.3 WWE Licensed Merchandise Retail 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 Retail 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 Games
- Table 5. Major Players of Greeting Cards
- Table 6. Major Players of Housewares
- Table 7. Major Players of Jewelry
- Table 8. Major Players of Cosmetics
- Table 9. Major Players of Collectibles
- Table 10. Major Players of Others
- Table 11. Licensed Merchandise Retail Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 12. Global Licensed Merchandise Retail Market Size by Type (2019-2024) & (\$ Millions)
- Table 13. Global Licensed Merchandise Retail Market Size Market Share by Type (2019-2024)
- Table 14. Licensed Merchandise Retail Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 15. Global Licensed Merchandise Retail Market Size by Application (2019-2024) & (\$ Millions)
- Table 16. Global Licensed Merchandise Retail Market Size Market Share by Application (2019-2024)
- Table 17. Global Licensed Merchandise Retail Revenue by Players (2019-2024) & (\$ Millions)
- Table 18. Global Licensed Merchandise Retail Revenue Market Share by Player (2019-2024)
- Table 19. Licensed Merchandise Retail Key Players Head office and Products Offered
- Table 20. Licensed Merchandise Retail Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- Table 21. New Products and Potential Entrants
- Table 22. Mergers & Acquisitions, Expansion
- Table 23. Global Licensed Merchandise Retail Market Size by Regions 2019-2024 & (\$ Millions)
- Table 24. Global Licensed Merchandise Retail Market Size Market Share by Regions



(2019-2024)

Table 25. Global Licensed Merchandise Retail Revenue by Country/Region (2019-2024) & (\$ millions)

Table 26. Global Licensed Merchandise Retail Revenue Market Share by Country/Region (2019-2024)

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

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

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

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

Table 31. Americas Licensed Merchandise Retail Market Size by Application (2019-2024) & (\$ Millions)

Table 32. Americas Licensed Merchandise Retail Market Size Market Share by Application (2019-2024)

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

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

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

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

Table 37. APAC Licensed Merchandise Retail Market Size by Application (2019-2024) & (\$ Millions)

Table 38. APAC Licensed Merchandise Retail Market Size Market Share by Application (2019-2024)

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

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

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

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

Table 43. Europe Licensed Merchandise Retail Market Size by Application (2019-2024) & (\$ Millions)



Table 44. Europe Licensed Merchandise Retail Market Size Market Share by Application (2019-2024)

Table 45. Middle East & Africa Licensed Merchandise Retail Market Size by Region (2019-2024) & (\$ Millions)

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

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

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

Table 49. Middle East & Africa Licensed Merchandise Retail Market Size by Application (2019-2024) & (\$ Millions)

Table 50. Middle East & Africa Licensed Merchandise Retail Market Size Market Share by Application (2019-2024)

Table 51. Key Market Drivers & Growth Opportunities of Licensed Merchandise Retail

Table 52. Key Market Challenges & Risks of Licensed Merchandise Retail

Table 53. Key Industry Trends of Licensed Merchandise Retail

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

Table 55. Global Licensed Merchandise Retail Market Size Market Share Forecast by Regions (2025-2030)

Table 56. Global Licensed Merchandise Retail Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 57. Global Licensed Merchandise Retail Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 58. The Walt Disney Company Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 59. The Walt Disney Company Licensed Merchandise Retail Product Offered

Table 60. The Walt Disney Company Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 61. The Walt Disney Company Main Business

Table 62. The Walt Disney Company Latest Developments

Table 63. Meredith Corporation Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 64. Meredith Corporation Licensed Merchandise Retail Product Offered

Table 65. Meredith Corporation Main Business

Table 66. Meredith Corporation Licensed Merchandise Retail Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 67. Meredith Corporation Latest Developments



Table 68. PVH Corp. Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 69. PVH Corp. Licensed Merchandise Retail Product Offered

Table 70. PVH Corp. Main Business

Table 71. PVH Corp. Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 72. PVH Corp. Latest Developments

Table 73. Iconix Brand Group Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 74. Iconix Brand Group Licensed Merchandise Retail Product Offered

Table 75. Iconix Brand Group Main Business

Table 76. Iconix Brand Group Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 77. Iconix Brand Group Latest Developments

Table 78. Authentic Brands Group Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 79. Authentic Brands Group Licensed Merchandise Retail Product Offered

Table 80. Authentic Brands Group Main Business

Table 81. Authentic Brands Group Licensed Merchandise Retail Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 82. Authentic Brands Group Latest Developments

Table 83. Universal Brand Development Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 84. Universal Brand Development Licensed Merchandise Retail Product Offered

Table 85. Universal Brand Development Main Business

Table 86. Universal Brand Development Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 87. Universal Brand Development Latest Developments

Table 88. Nickelodeon Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 89. Nickelodeon Licensed Merchandise Retail Product Offered

Table 90. Nickelodeon Main Business

Table 91. Nickelodeon Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 92. Nickelodeon Latest Developments

Table 93. Major League Baseball Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 94. Major League Baseball Licensed Merchandise Retail Product Offered

Table 95. Major League Baseball Main Business



Table 96. Major League Baseball Licensed Merchandise Retail Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 97. Major League Baseball Latest Developments

Table 98. IMG College (Collegiate Licensing Company) Details, Company Type,

Licensed Merchandise Retail Area Served and Its Competitors

Table 99. IMG College (Collegiate Licensing Company) Licensed Merchandise Retail Product Offered

Table 100. IMG College (Collegiate Licensing Company) Main Business

Table 101. IMG College (Collegiate Licensing Company) Licensed Merchandise Retail

Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 102. IMG College (Collegiate Licensing Company) Latest Developments

Table 103. Sanrio Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 104. Sanrio Licensed Merchandise Retail Product Offered

Table 105. Sanrio Main Business

Table 106. Sanrio Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 107. Sanrio Latest Developments

Table 108. Sequential Brands Group Details, Company Type, Licensed Merchandise

Retail Area Served and Its Competitors

Table 109. Sequential Brands Group Licensed Merchandise Retail Product Offered

Table 110. Sequential Brands Group Licensed Merchandise Retail Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 111. Sequential Brands Group Main Business

Table 112. Sequential Brands Group Latest Developments

Table 113. Westinghouse Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 114. Westinghouse Licensed Merchandise Retail Product Offered

Table 115. Westinghouse Main Business

Table 116. Westinghouse Licensed Merchandise Retail Revenue (\$ million), Gross

Margin and Market Share (2019-2024)

Table 117. Westinghouse Latest Developments

Table 118. General Motors Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 119. General Motors Licensed Merchandise Retail Product Offered

Table 120. General Motors Main Business

Table 121. General Motors Licensed Merchandise Retail Revenue (\$ million), Gross

Margin and Market Share (2019-2024)

Table 122. General Motors Latest Developments



Table 123. National Basketball Association Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 124. National Basketball Association Licensed Merchandise Retail Product Offered

Table 125. National Basketball Association Main Business

Table 126. National Basketball Association Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 127. National Basketball Association Latest Developments

Table 128. Electrolux Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 129. Electrolux Licensed Merchandise Retail Product Offered

Table 130. Electrolux Main Business

Table 131. Electrolux Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 132. Electrolux Latest Developments

Table 133. National Football League Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 134. National Football League Licensed Merchandise Retail Product Offered

Table 135. National Football League Main Business

Table 136. National Football League Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 137. National Football League Latest Developments

Table 138. Warner Bros. Consumer Products Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 139. Warner Bros. Consumer Products Licensed Merchandise Retail Product Offered

Table 140. Warner Bros. Consumer Products Main Business

Table 141. Warner Bros. Consumer Products Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 142. Warner Bros. Consumer Products Latest Developments

Table 143. The Pok?mon Company International Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 144. The Pok?mon Company International Licensed Merchandise Retail Product Offered

Table 145. The Pok?mon Company International Main Business

Table 146. The Pok?mon Company International Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 147. The Pok?mon Company International Latest Developments

Table 148. Procter & Gamble Details, Company Type, Licensed Merchandise Retail



Area Served and Its Competitors

Table 149. Procter & Gamble Licensed Merchandise Retail Product Offered

Table 150. Procter & Gamble Main Business

Table 151. Procter & Gamble Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 152. Procter & Gamble Latest Developments

Table 153. Ferrari Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 154. Ferrari Licensed Merchandise Retail Product Offered

Table 155. Ferrari Main Business

Table 156. Ferrari Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 157. Ferrari Latest Developments

Table 158. Ralph Lauren Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 159. Ralph Lauren Licensed Merchandise Retail Product Offered

Table 160. Ralph Lauren Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 161. Ralph Lauren Main Business

Table 162. Ralph Lauren Latest Developments

Table 163. Mattel Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 164. Mattel Licensed Merchandise Retail Product Offered

Table 165. Mattel Main Business

Table 166. Mattel Licensed Merchandise Retail Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 167. Mattel Latest Developments

Table 168. Ford Motor Company Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 169. Ford Motor Company Licensed Merchandise Retail Product Offered

Table 170. Ford Motor Company Main Business

Table 171. Ford Motor Company Licensed Merchandise Retail Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 172. Ford Motor Company Latest Developments

Table 173. BBC Worldwide Details, Company Type, Licensed Merchandise Retail Area Served and Its Competitors

Table 174. BBC Worldwide Licensed Merchandise Retail Product Offered

Table 175. BBC Worldwide Main Business

Table 176. BBC Worldwide Licensed Merchandise Retail Revenue (\$ million), Gross



Margin and Market Share (2019-2024)

Table 177. BBC Worldwide Latest Developments

Table 178. The Hershey Company Details, Company Type, Licensed Merchandise

Retail Area Served and Its Competitors

Table 179. The Hershey Company Licensed Merchandise Retail Product Offered

Table 180. The Hershey Company Main Business

Table 181. The Hershey Company Licensed Merchandise Retail Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 182. The Hershey Company Latest Developments

Table 183. Stanley Black & Decker Details, Company Type, Licensed Merchandise

Retail Area Served and Its Competitors

Table 184. Stanley Black & Decker Licensed Merchandise Retail Product Offered

Table 185. Stanley Black & Decker Main Business

Table 186. Stanley Black & Decker Licensed Merchandise Retail Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 187. Stanley Black & Decker Latest Developments

Table 188. PGA Tour Details, Company Type, Licensed Merchandise Retail Area

Served and Its Competitors

Table 189. PGA Tour Licensed Merchandise Retail Product Offered

Table 190. PGA Tour Main Business

Table 191. PGA Tour Licensed Merchandise Retail Revenue (\$ million), Gross Margin

and Market Share (2019-2024)

Table 192. PGA Tour Latest Developments

Table 193. National Hockey League Details, Company Type, Licensed Merchandise

Retail Area Served and Its Competitors

Table 194. National Hockey League Licensed Merchandise Retail Product Offered

Table 195. National Hockey League Main Business

Table 196. National Hockey League Licensed Merchandise Retail Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 197. National Hockey League Latest Developments

Table 198. Sunkist Growers Details, Company Type, Licensed Merchandise Retail Area

Served and Its Competitors

Table 199. Sunkist Growers Licensed Merchandise Retail Product Offered

Table 200. Sunkist Growers Main Business

Table 201. Sunkist Growers Licensed Merchandise Retail Revenue (\$ million), Gross

Margin and Market Share (2019-2024)

Table 202. Sunkist Growers Latest Developments

Table 203. WWE Details, Company Type, Licensed Merchandise Retail Area Served

and Its Competitors



Table 204. WWE Licensed Merchandise Retail Product Offered

Table 205. WWE Main Business

Table 206. WWE Licensed Merchandise Retail Revenue (\$ million), Gross Margin and

Market Share (2019-2024)

Table 207. WWE Latest Developments



List Of Figures

LIST OF FIGURES

- Figure 1. Licensed Merchandise Retail Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Licensed Merchandise Retail Market Size Growth Rate 2019-2030 (\$ Millions)
- Figure 6. Licensed Merchandise Retail Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Figure 7. Licensed Merchandise Retail Sales Market Share by Country/Region (2023)
- Figure 8. Licensed Merchandise Retail Sales Market Share by Country/Region (2019, 2023 & 2030)
- Figure 9. Global Licensed Merchandise Retail Market Size Market Share by Type in 2023
- Figure 10. Licensed Merchandise Retail in Entertainment
- Figure 11. Global Licensed Merchandise Retail Market: Entertainment (2019-2024) & (\$ Millions)
- Figure 12. Licensed Merchandise Retail in Corporate Trademarks/Brand
- Figure 13. Global Licensed Merchandise Retail Market: Corporate Trademarks/Brand (2019-2024) & (\$ Millions)
- Figure 14. Licensed Merchandise Retail in Fashion
- Figure 15. Global Licensed Merchandise Retail Market: Fashion (2019-2024) & (\$ Millions)
- Figure 16. Licensed Merchandise Retail in Sports
- Figure 17. Global Licensed Merchandise Retail Market: Sports (2019-2024) & (\$ Millions)
- Figure 18. Licensed Merchandise Retail in Others
- Figure 19. Global Licensed Merchandise Retail Market: Others (2019-2024) & (\$ Millions)
- Figure 20. Global Licensed Merchandise Retail Market Size Market Share by Application in 2023
- Figure 21. Global Licensed Merchandise Retail Revenue Market Share by Player in 2023
- Figure 22. Global Licensed Merchandise Retail Market Size Market Share by Regions (2019-2024)
- Figure 23. Americas Licensed Merchandise Retail Market Size 2019-2024 (\$ Millions)



- Figure 24. APAC Licensed Merchandise Retail Market Size 2019-2024 (\$ Millions)
- Figure 25. Europe Licensed Merchandise Retail Market Size 2019-2024 (\$ Millions)
- Figure 26. Middle East & Africa Licensed Merchandise Retail Market Size 2019-2024 (\$ Millions)
- Figure 27. Americas Licensed Merchandise Retail Value Market Share by Country in 2023
- Figure 28. United States Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 29. Canada Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 30. Mexico Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 31. Brazil Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 32. APAC Licensed Merchandise Retail Market Size Market Share by Region in 2023
- Figure 33. APAC Licensed Merchandise Retail Market Size Market Share by Type in 2023
- Figure 34. APAC Licensed Merchandise Retail Market Size Market Share by Application in 2023
- Figure 35. China Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 36. Japan Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 37. Korea Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 38. Southeast Asia Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 39. India Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 40. Australia Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 41. Europe Licensed Merchandise Retail Market Size Market Share by Country in 2023
- Figure 42. Europe Licensed Merchandise Retail Market Size Market Share by Type (2019-2024)
- Figure 43. Europe Licensed Merchandise Retail Market Size Market Share by Application (2019-2024)
- Figure 44. Germany Licensed Merchandise Retail Market Size Growth 2019-2024 (\$



Millions)

- Figure 45. France Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 46. UK Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 47. Italy Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 48. Russia Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 49. Middle East & Africa Licensed Merchandise Retail Market Size Market Share by Region (2019-2024)
- Figure 50. Middle East & Africa Licensed Merchandise Retail Market Size Market Share by Type (2019-2024)
- Figure 51. Middle East & Africa Licensed Merchandise Retail Market Size Market Share by Application (2019-2024)
- Figure 52. Egypt Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 53. South Africa Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 54. Israel Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 55. Turkey Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 56. GCC Country Licensed Merchandise Retail Market Size Growth 2019-2024 (\$ Millions)
- Figure 57. Americas Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 58. APAC Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 59. Europe Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 60. Middle East & Africa Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 61. United States Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 62. Canada Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 63. Mexico Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 64. Brazil Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 65. China Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 66. Japan Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 67. Korea Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 68. Southeast Asia Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 69. India Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)



- Figure 70. Australia Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 71. Germany Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 72. France Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 73. UK Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 74. Italy Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 75. Russia Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 76. Spain Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 77. Egypt Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 78. South Africa Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 79. Israel Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 80. Turkey Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 81. GCC Countries Licensed Merchandise Retail Market Size 2025-2030 (\$ Millions)
- Figure 82. Global Licensed Merchandise Retail Market Size Market Share Forecast by Type (2025-2030)
- Figure 83. Global Licensed Merchandise Retail Market Size Market Share Forecast by Application (2025-2030)



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