

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

<https://marketpublishers.com/r/G21818605024EN.html>

Date: March 2024

Pages: 147

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

ID: G21818605024EN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

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 type**

Apparels

Toys

Games

Greeting Cards

Housewares

Jewelry

Cosmetics

Collectibles

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

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

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