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Global Licensed Sports Apparel & Merchandise Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Licensed Sports Apparel & Merchandise market size is predicted to grow from US$ 42310 million in 2025 to US$ 63690 million in 2031; it is expected to grow at a CAGR of 7.1% from 2025 to 2031.

Licensed sports apparel and merchandise refers to clothing, accessories, and other products that are officially authorized by sports leagues, teams, or organizations. These items bear the logos, trademarks, or designs associated with a particular sports entity, and the manufacturers have obtained permission or a licensing agreement to produce and sell these goods. Common examples include jerseys, hats, and memorabilia branded with team or league logos such as the NBA, NFL, or FIFA.

United States market for Licensed Sports Apparel & Merchandise is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Licensed Sports Apparel & Merchandise is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Licensed Sports Apparel & Merchandise is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Licensed Sports Apparel & Merchandise players cover PVH Corp., Iconix Brand Group, Nickelodeon (ViacomCBS), Major League Baseball, Learfield IMG College, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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LPI (LP Information)' newest research report, the “Licensed Sports Apparel & Merchandise Industry Forecast” looks at past sales and reviews total world Licensed Sports Apparel & Merchandise sales in 2024, providing a comprehensive analysis by region and market sector of projected Licensed Sports Apparel & Merchandise sales for 2025 through 2031. With Licensed Sports Apparel & Merchandise sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Licensed Sports Apparel & Merchandise industry.

This Insight Report provides a comprehensive analysis of the global Licensed Sports Apparel & Merchandise landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Licensed Sports Apparel & Merchandise portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Licensed Sports Apparel & Merchandise market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Licensed Sports Apparel & Merchandise and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Licensed Sports Apparel & Merchandise.

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

Segmentation by Type:

Apparel

Accessories

Footwear

Others

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Segmentation by Application:

- Online
- Offline

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany

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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.

PVH Corp.

Iconix Brand Group

Nickelodeon (ViacomCBS)

Major League Baseball

Learfield IMG College

G-Iii Apparel Group

Fanatics Inc

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Adidas Ag, Nike Inc

Under Armour

Anta Sports Products Limited

Puma Se

Columbia Sportswear

Everlast Worldwide, Inc

Hanesbrands Inc

Newell Brands Inc

Ralph Lauren

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