

Global Licensed Sports Merchandise Market Growth (Status and Outlook) 2023-2029

<https://marketpublishers.com/r/GC7EE3C73E32EN.html>

Date: February 2023

Pages: 103

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

ID: GC7EE3C73E32EN

Abstracts

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

A licensed product is a product whose brand name has been licensed to other manufacturers or companies who will actually produce the product. Sports teams often license their brand logos to companies so that these companies can print t-shirts and other merchandise for fans. For example, the NFL, National Football League, may license their logo and brand image to a company who may use the brand image and logo in products such as coffee mugs to clothing items. Often times the company producing the products will pay a fee for the rights to use the licensed brand.

LPI (LP Information)' newest research report, the "Licensed Sports Merchandise Industry Forecast" looks at past sales and reviews total world Licensed Sports Merchandise sales in 2022, providing a comprehensive analysis by region and market sector of projected Licensed Sports Merchandise sales for 2023 through 2029. With Licensed Sports 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 Merchandise industry.

This Insight Report provides a comprehensive analysis of the global Licensed Sports 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 analyzes the strategies of leading global companies with a focus on Licensed Sports 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 Merchandise market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Licensed Sports 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 Merchandise.

The global Licensed Sports Merchandise market size is projected to grow from US\$ 35680 million in 2022 to US\$ 49890 million in 2029; it is expected to grow at a CAGR of 4.9% from 2023 to 2029.

United States market for Licensed Sports Merchandise is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Licensed Sports Merchandise is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Licensed Sports Merchandise is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Licensed Sports Merchandise players cover G-iii Apparel Group, Fanatics Inc, Adidas Ag, Nike Inc, Under Armour, Anta Sports Products Limited, Puma Se, Columbia Sportswear, Everlast Worldwide, Inc and Hanesbrands Inc, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Apparels

Footwear

Toys & Accessories

Segmentation by application

Department Stores

Specialty Stores

E-commerce

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.

G-iii Apparel Group

Fanatics Inc

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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