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Global Media Franchise Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Media Franchise market size is predicted to grow from US$ million in 2025 to US$ million in 2031; it is expected to grow at a CAGR of %from 2025 to 2031.

Media franchise refers to a collection of related creative works, such as movies, television shows, books, video games, merchandise, and more, that are centered around a specific intellectual property (IP). These franchises typically have a central narrative, characters, and themes that extend across various forms of media.

United States market for Media Franchise 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 Media Franchise 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 Media Franchise is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Media Franchise players cover The Pok?mon Company, Sanrio, The Walt Disney Company, TMS Entertainment, Nintendo, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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

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the world Media Franchise industry.

This Insight Report provides a comprehensive analysis of the global Media Franchise 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 Media Franchise portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Media Franchise market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Media Franchise 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 Media Franchise.

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

Segmentation by Type:

For Child

For Aldult

Segmentation by Application:

Video Games

Comic Books

Movie

Others

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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

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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 Pok?mon Company

Sanrio

The Walt Disney Company

TMS Entertainment

Nintendo

Hitotsubashi Group

Sony Corporation

Bandai Namco Holdings

Warner Bros. Entertainment

Bird Studio

Mattel

Toei Animation

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Pixar

Embracer Group

Konami

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Figure 80. GCC Countries MediaFranchise Market Size 2026-2031 ($ millions)

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