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Global Movie and Streaming Brand Licensing Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Movie and Streaming Brand Licensing market size is predicted to grow from US$ 47130 million in 2025 to US$ 69310 million in 2031; it is expected to grow at a CAGR of 6.6% from 2025 to 2031.

Movie and streaming brand licensing involves granting permission for the use of a film's title, characters, or other branding elements for various commercial purposes. This can include the production of merchandise, video games, or promotional materials linked to the movie or streaming series. Licensing agreements allow the brand owners, typically film studios or streaming platforms like Disney or Netflix, to generate revenue through third-party products or services based on their intellectual properties.

United States market for Movie and Streaming Brand Licensing 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 Movie and Streaming Brand Licensing 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 Movie and Streaming Brand Licensing is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Movie and Streaming Brand Licensing players cover The Walt Disney Company, Hasbro, Warner Bros. Discovery, The Pok?mon Company, Mattel, 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 “Movie and Streaming Brand Licensing Industry Forecast” looks at past sales and reviews total world Movie and Streaming Brand Licensing sales in 2024, providing a comprehensive analysis by region and market sector of projected Movie and Streaming Brand Licensing sales for 2025 through 2031. With Movie and Streaming Brand Licensing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Movie and Streaming Brand Licensing industry.

This Insight Report provides a comprehensive analysis of the global Movie and Streaming Brand Licensing 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 Movie and Streaming Brand Licensing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Movie and Streaming Brand Licensing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Movie and Streaming Brand Licensing 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 Movie and Streaming Brand Licensing.

This report presents a comprehensive overview, market shares, and growth opportunities of Movie and Streaming Brand Licensing market by product type, application, key players and key regions and countries.

Segmentation by Type:

Film Licensing

Streaming Platform Licensing

Segmentation by Application:

Merchandise

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Content Distribution

Home Entertainment

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

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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

Hasbro

Warner Bros. Discovery

The Pok?mon Company

Mattel

Paramount

NBCUniversal

Toei Animation

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Sanrio

Authentic Brands Group

WildBrain

Bandai Namco Entertainment

Jazwares

Sony

Spin Master

SEGA Corporation

Toho

Moomin Characters

Alpha Group

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