

Global Product and Brand Licensing Market Growth (Status and Outlook) 2023-2029

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Abstracts

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The global Product and Brand Licensing market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Product and Brand Licensing 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 Product and Brand Licensing 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 Product and Brand Licensing is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Product and Brand Licensing players cover The Walt Disney Company, Meredith Corporation, PVH Corp., Iconix Brand Group, Authentic Brands Group, Universal Brand Development, Nickelodeon (ViacomCBS), Major League Baseball and Learfield IMG College, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

LPI (LP Information)' newest research report, the "Product and Brand Licensing Industry Forecast" looks at past sales and reviews total world Product and Brand Licensing sales in 2022, providing a comprehensive analysis by region and market sector of projected Product and Brand Licensing sales for 2023 through 2029. With Product and Brand Licensing sales broken down by region, market sector and sub-

sector, this report provides a detailed analysis in US\$ millions of the world Product and Brand Licensing industry.

This Insight Report provides a comprehensive analysis of the global Product and 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 analyzes the strategies of leading global companies with a focus on Product and Brand Licensing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Product and Brand Licensing market.

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

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

Market Segmentation:

Segmentation by type

Exclusive License

Non-exclusive License

Segmentation by application

Garment Industry

Jewelry Industry

IT

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 (ViacomCBS)

Major League Baseball

Learfield IMG College

Sanrio

Sequential Brands Group

Hasbro

General Motors

National Basketball Association

Electrolux

National Football League

WarnerMedia

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

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