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Global Sports-licensed Products Market Growth 2018-2023

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Abstracts

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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.

According to this study, over the next five years the Sports-licensed Products market will register a xx% CAGR in terms of revenue, the global market size will reach US$ xx million by 2023, from US$ xx million in 2017. In particular, this report presents the global market share (sales and revenue) of key companies in Sports-licensed Products business, shared in Chapter 3.

This report presents a comprehensive overview, market shares, and growth opportunities of Sports-licensed Products market by product type, application, key manufacturers and key regions and countries.

This study considers the Sports-licensed Products value and volume generated from the sales of the following segments:

Segmentation by product type: breakdown data from 2013 to 2018, in Section 2.3; and forecast to 2023 in section 11.7.

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Apparels

Footwear

Toys & Accessories

Segmentation by application: breakdown data from 2013 to 2018, in Section 2.4; and forecast to 2023 in section 11.8.

Department Stores

Specialty Stores

E-commerce

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

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India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.

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

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Sports-licensed Products consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Sports-licensed Products market by identifying its various subsegments.

Focuses on the key global Sports-licensed Products manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Sports-licensed Products with respect to individual growth trends, future prospects, and their contribution to the total market.

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To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Sports-licensed Products submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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