

# Licensed Sports Merchandise Market Report: Trends, Forecast and Competitive Analysis to 2030

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## Abstracts

2 – 3 business days after placing order

### Licensed Sports Merchandise Trends and Forecast

The future of the global licensed sports merchandise market looks promising with opportunities in the online and offline markets. The global licensed sports merchandise market is expected to grow with a CAGR of 4.7% from 2024 to 2030. The major drivers for this market are expanding number of sports fans, rising urbanization and the growth of the internet shopping sector, along with increase in local, national, and international sports leagues.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

### Licensed Sports Merchandise by Segment

The study includes a forecast for the global licensed sports merchandise by product, distribution channel, and region.

Licensed Sports Merchandise Market by Product [Shipment Analysis by Value from 2018 to 2030]:

Sports Apparel

Sports Footwear

## Toys and Games

Others

Licensed Sports Merchandise Market by Distribution Channel [Shipment Analysis by Value from 2018 to 2030]:

Online

Offline

Licensed Sports Merchandise Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

## List of Licensed Sports Merchandise Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies licensed sports merchandise companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the licensed sports merchandise companies profiled in this report include-

VF Corporation

Nike

Adidas

Puma

Under Armour

Hanesbrands

DICK'S Sporting Goods

Sports Direct International

G-III Apparel Group

Fanatics

## Licensed Sports Merchandise Market Insights

Lucintel forecasts that sports footwear will remain the largest segment over the forecast period due to consumers' concerns about fitness are growing as a result of sedentary lifestyles and health issues.

Within this market, offline will remain larger segment due to tangible showcasing of products alongside the capability to examine their features.

APAC is expected to witness the highest growth over the forecast period due to growth in the acceptance of cross-cultural fashion trends and the popularity of several international sports among teenagers.

## Features of the Global Licensed Sports Merchandise Market

Market Size Estimates: Licensed sports merchandise market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Licensed sports merchandise market size by product,

distribution channel, and region in terms of value (\$B).

**Regional Analysis:** Licensed sports merchandise market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different products, distribution channels, and regions for the licensed sports merchandise market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the licensed sports merchandise market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

## FAQ

**Q1. What is the growth forecast for licensed sports merchandise market?**

**Answer:** The global licensed sports merchandise market is expected to grow with a CAGR of 4.7% from 2024 to 2030.

**Q2. What are the major drivers influencing the growth of the licensed sports merchandise market?**

**Answer:** The major drivers for this market are expanding number of sports fans, rising urbanization and the growth of the internet shopping sector, along with increase in local, national, and international sports leagues.

**Q3. What are the major segments for licensed sports merchandise market?**

**Answer:** The future of the global licensed sports merchandise market looks promising with opportunities in the online and offline markets.

**Q4. Who are the key licensed sports merchandise market companies?**

**Answer:** Some of the key licensed sports merchandise companies are as follows:

VF Corporation

Nike

Adidas

Puma

Under Armour

Hanesbrands

DICK'S Sporting Goods

Sports Direct International

G-III Apparel Group

Fanatics

Q5. Which licensed sports merchandise market segment will be the largest in future?

Answer: Lucintel forecasts that sports footwear will remain the largest segment over the forecast period due to consumers' concerns about fitness are growing as a result of sedentary lifestyles and health issues.

Q6. In licensed sports merchandise market, which region is expected to be the largest in next 5 years?

Answer: APAC is expected to witness the highest growth over the forecast period due to growth in the acceptance of cross-cultural fashion trends and the popularity of several international sports among teenagers.

Q7. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the licensed sports merchandise market by product (sports apparel, sports footwear, toys and

games, and others), distribution channel (online and offline), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Licensed Sports Merchandise Market, Licensed Sports Merchandise Market Size, Licensed Sports Merchandise Market Growth, Licensed Sports Merchandise Market Analysis, Licensed Sports Merchandise Market Report, Licensed Sports Merchandise Market Share, Licensed Sports Merchandise Market Trends, Licensed Sports Merchandise Market Forecast, Licensed Sports Merchandise Companies, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

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