

2020-2025 Global Licensed Merchandise Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

This report elaborates the market size, market characteristics, and market growth of the Licensed Merchandise industry, and breaks down according to the type, application, and consumption area of Licensed Merchandise. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Licensed Merchandise in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Licensed Merchandise market covered in Chapter 13:

Everlast Worldwide

Adidas

The Walt Disney Company

NBCUniversal Media

Reebok

Under Armour

Knights Apparel

Puma

Prada

Nike

Bioworld

Hasbro

Warner Bros. Consumer Products
DreamWorks Animations
G-III Apparel Group
Ralph Lauren
Cartoon Network
Mattel
Discovery Consumer Products
Hanesbrands
Fanatics

In Chapter 6, on the basis of types, the Licensed Merchandise market from 2015 to 2025 is primarily split into:

Apparels
Toys
Accessories
Video games
Home decoration

In Chapter 7, on the basis of applications, the Licensed Merchandise market from 2015 to 2025 covers:

Entertainment
Corporate trademarks
Fashion
Sports

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)
United States
Canada
Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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