

# Global Movie Merchandise Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

Movie Merchandise are also called movie derivatives. It refers to products developed according to characters, scenes, props, logos, etc. in the movie, including toys, clothing, accessories, audio and video, books, daily necessities, etc. These products are mainly based on the popularity and influence brought by the movie release.

Based on the Movie Merchandise market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Movie Merchandise market covered in Chapter 5:

Sony Pictures

The Walt Disney Company

Nickelodeon

Toho Company

NBCUniversal Media, LLC (Comcast)

Alpha Group  
Toei Company  
Paramount Pictures  
Beijing Enlight Media  
Warner Bros  
Twentieth Century Fox (Walt Disney Studios)  
Lionsgate Films  
Huayi Brothers

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

Apparel  
Home Decor  
Toys  
Accessories  
Others

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

Men  
Women  
Youth

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)  
United States  
Canada  
Mexico  
Europe (Covered in Chapter 10)  
Germany  
UK  
France  
Italy  
Spain  
Russia  
Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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