

Brand Licensing Market, Global Outlook and Forecast 2022-2028

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Abstracts

Licensing means renting or leasing of an intangible asset. It is a process of creating and managing contracts between the owner of a brand and a company or individual who wants to use the brand in association with a product, for an agreed period of time, within an agreed territory. Licensing is used by brand owners to extend a trademark or character onto products of a completely different nature. In a brand licensing transaction, an artist, designer, trademark owner or celebrity (the 'licensor') grants a license to a manufacturer or retailer (the 'licensee') to manufacture and sell articles of merchandise which use the property that is the subject of the license, in exchange for a royalty from sales of those articles of merchandise. Typical licensed properties include artwork, characters, trademarks, celebrity names and likenesses, and book and movie titles. Licensed merchandise may include clothing, greeting cards, toys, games, housewares, jewellery, dinnerware, cosmetics and collectibles.

This report contains market size and forecasts of Brand Licensing in Global, including the following market information:

Global Brand Licensing Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Brand Licensing market was valued at 283920 million in 2021 and is projected to reach US\$ 376530 million by 2028, at a CAGR of 4.1% during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Apparels Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Brand Licensing include 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 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Brand Licensing companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Brand Licensing Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Brand Licensing Market Segment Percentages, by Type, 2021 (%)

Apparels

Toys

Accessories

Home Decoration

Software/Video Games

Food and Beverage

Others

Global Brand Licensing Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Brand Licensing Market Segment Percentages, by Application, 2021 (%)

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

Global Brand Licensing Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Brand Licensing Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Brand Licensing revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Brand Licensing revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

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

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