

Licensed Merchandise Market - Global Outlook and Forecast 2022-2028

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Abstracts

In a merchandise license 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, jewelry, dinnerware, cosmetics and collectibles.

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

Global Licensed Merchandise Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Licensed Merchandise market was valued at 345670 million in 2021 and is projected to reach US\$ 473360 million by 2028, at a CAGR of 4.6% during the forecast period.

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 Licensed Merchandise include The Walt Disney

Company, Meredith Corporation, PVH Corp., Iconix Brand Group, Authentic Brands Group, Universal Brand Development, Nickelodeon, Major League Baseball and IMG College (Collegiate Licensing Company), etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Licensed Merchandise 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 Licensed Merchandise Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Licensed Merchandise Market Segment Percentages, by Type, 2021 (%)

Apparels

Toys

Accessories

Home Decoration

Software/Video Games

Food and Beverage

Others

Global Licensed Merchandise Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Licensed Merchandise Market Segment Percentages, by Application, 2021 (%)

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

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

Global Licensed Merchandise 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 Licensed Merchandise revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Licensed Merchandise 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

Major League Baseball

IMG College (Collegiate Licensing Company)

Sanrio

Sequential Brands Group

Westinghouse

General Motors

National Basketball Association

Electrolux

National Football League

Warner Bros. Consumer Products

The Pok?mon Company International

Procter & Gamble

Ferrari

Ralph Lauren

Mattel

Ford Motor Company

BBC Worldwide

The Hershey Company

Stanley Black & Decker

PGA Tour

National Hockey League

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