

# **Covid-19 Impact on Global Licensed Merchandise Retail Market Size, Status and Forecast 2020-2026**

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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.

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Licensed Merchandise Retail market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Licensed Merchandise Retail industry.

Based on our recent survey, we have several different scenarios about the Licensed Merchandise Retail YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019.

The market size of Licensed Merchandise Retail will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Licensed Merchandise Retail market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Licensed Merchandise Retail market in terms of revenue.

Players, stakeholders, and other participants in the global Licensed Merchandise Retail market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

### Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Licensed Merchandise Retail market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

### Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Licensed Merchandise Retail market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Licensed Merchandise Retail market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and

analysis approach for an in-depth study of the global Licensed Merchandise Retail market.

The following players are covered in this report:

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

Sunkist Growers

WWE

## Licensed Merchandise Retail Breakdown Data by Type

Apparels

Toys

Games

Greeting Cards

Housewares

Jewelry

Cosmetics

Collectibles

Others

## Licensed Merchandise Retail Breakdown Data by Application

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

## Contents

### 1 REPORT OVERVIEW

1.1 Study Scope

1.2 Key Market Segments

1.3 Players Covered: Ranking by Licensed Merchandise Retail Revenue

1.4 Market Analysis by Type

1.4.1 Global Licensed Merchandise Retail Market Size Growth Rate by Type: 2020 VS 2026

1.4.2 Apparels

1.4.3 Toys

1.4.4 Games

1.4.5 Greeting Cards

1.4.6 Housewares

1.4.7 Jewelry

1.4.8 Cosmetics

1.4.9 Collectibles

1.4.10 Others

1.5 Market by Application

1.5.1 Global Licensed Merchandise Retail Market Share by Application: 2020 VS 2026

1.5.2 Entertainment

1.5.3 Corporate Trademarks/Brand

1.5.4 Fashion

1.5.5 Sports

1.5.6 Others

1.6 Coronavirus Disease 2019 (Covid-19): Licensed Merchandise Retail Industry Impact

1.6.1 How the Covid-19 is Affecting the Licensed Merchandise Retail Industry

1.6.1.1 Licensed Merchandise Retail Business Impact Assessment - Covid-19

1.6.1.2 Supply Chain Challenges

1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products

1.6.2 Market Trends and Licensed Merchandise Retail Potential Opportunities in the COVID-19 Landscape

1.6.3 Measures / Proposal against Covid-19

1.6.3.1 Government Measures to Combat Covid-19 Impact

1.6.3.2 Proposal for Licensed Merchandise Retail Players to Combat Covid-19 Impact

Impact

1.7 Study Objectives

1.8 Years Considered

## **2 GLOBAL GROWTH TRENDS BY REGIONS**

- 2.1 Licensed Merchandise Retail Market Perspective (2015-2026)
- 2.2 Licensed Merchandise Retail Growth Trends by Regions
  - 2.2.1 Licensed Merchandise Retail Market Size by Regions: 2015 VS 2020 VS 2026
  - 2.2.2 Licensed Merchandise Retail Historic Market Share by Regions (2015-2020)
  - 2.2.3 Licensed Merchandise Retail Forecasted Market Size by Regions (2021-2026)
- 2.3 Industry Trends and Growth Strategy
  - 2.3.1 Market Top Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Challenges
  - 2.3.4 Porter's Five Forces Analysis
  - 2.3.5 Licensed Merchandise Retail Market Growth Strategy
  - 2.3.6 Primary Interviews with Key Licensed Merchandise Retail Players (Opinion Leaders)

## **3 COMPETITION LANDSCAPE BY KEY PLAYERS**

- 3.1 Global Top Licensed Merchandise Retail Players by Market Size
  - 3.1.1 Global Top Licensed Merchandise Retail Players by Revenue (2015-2020)
  - 3.1.2 Global Licensed Merchandise Retail Revenue Market Share by Players (2015-2020)
  - 3.1.3 Global Licensed Merchandise Retail Market Share by Company Type (Tier 1, Tier 2 and Tier 3)
- 3.2 Global Licensed Merchandise Retail Market Concentration Ratio
  - 3.2.1 Global Licensed Merchandise Retail Market Concentration Ratio (CR5 and HHI)
  - 3.2.2 Global Top 10 and Top 5 Companies by Licensed Merchandise Retail Revenue in 2019
- 3.3 Licensed Merchandise Retail Key Players Head office and Area Served
- 3.4 Key Players Licensed Merchandise Retail Product Solution and Service
- 3.5 Date of Enter into Licensed Merchandise Retail Market
- 3.6 Mergers & Acquisitions, Expansion Plans

## **4 BREAKDOWN DATA BY TYPE (2015-2026)**

- 4.1 Global Licensed Merchandise Retail Historic Market Size by Type (2015-2020)
- 4.2 Global Licensed Merchandise Retail Forecasted Market Size by Type (2021-2026)

## **5 LICENSED MERCHANDISE RETAIL BREAKDOWN DATA BY APPLICATION (2015-2026)**

5.1 Global Licensed Merchandise Retail Market Size by Application (2015-2020)

5.2 Global Licensed Merchandise Retail Forecasted Market Size by Application (2021-2026)

## **6 NORTH AMERICA**

6.1 North America Licensed Merchandise Retail Market Size (2015-2020)

6.2 Licensed Merchandise Retail Key Players in North America (2019-2020)

6.3 North America Licensed Merchandise Retail Market Size by Type (2015-2020)

6.4 North America Licensed Merchandise Retail Market Size by Application (2015-2020)

## **7 EUROPE**

7.1 Europe Licensed Merchandise Retail Market Size (2015-2020)

7.2 Licensed Merchandise Retail Key Players in Europe (2019-2020)

7.3 Europe Licensed Merchandise Retail Market Size by Type (2015-2020)

7.4 Europe Licensed Merchandise Retail Market Size by Application (2015-2020)

## **8 CHINA**

8.1 China Licensed Merchandise Retail Market Size (2015-2020)

8.2 Licensed Merchandise Retail Key Players in China (2019-2020)

8.3 China Licensed Merchandise Retail Market Size by Type (2015-2020)

8.4 China Licensed Merchandise Retail Market Size by Application (2015-2020)

## **9 JAPAN**

9.1 Japan Licensed Merchandise Retail Market Size (2015-2020)

9.2 Licensed Merchandise Retail Key Players in Japan (2019-2020)

9.3 Japan Licensed Merchandise Retail Market Size by Type (2015-2020)

9.4 Japan Licensed Merchandise Retail Market Size by Application (2015-2020)

## **10 SOUTHEAST ASIA**

10.1 Southeast Asia Licensed Merchandise Retail Market Size (2015-2020)

10.2 Licensed Merchandise Retail Key Players in Southeast Asia (2019-2020)



- 10.3 Southeast Asia Licensed Merchandise Retail Market Size by Type (2015-2020)
- 10.4 Southeast Asia Licensed Merchandise Retail Market Size by Application (2015-2020)

## **11 INDIA**

- 11.1 India Licensed Merchandise Retail Market Size (2015-2020)
- 11.2 Licensed Merchandise Retail Key Players in India (2019-2020)
- 11.3 India Licensed Merchandise Retail Market Size by Type (2015-2020)
- 11.4 India Licensed Merchandise Retail Market Size by Application (2015-2020)

## **12 CENTRAL & SOUTH AMERICA**

- 12.1 Central & South America Licensed Merchandise Retail Market Size (2015-2020)
- 12.2 Licensed Merchandise Retail Key Players in Central & South America (2019-2020)
- 12.3 Central & South America Licensed Merchandise Retail Market Size by Type (2015-2020)
- 12.4 Central & South America Licensed Merchandise Retail Market Size by Application (2015-2020)

## **13 KEY PLAYERS PROFILES**

- 13.1 The Walt Disney Company
  - 13.1.1 The Walt Disney Company Company Details
  - 13.1.2 The Walt Disney Company Business Overview and Its Total Revenue
  - 13.1.3 The Walt Disney Company Licensed Merchandise Retail Introduction
  - 13.1.4 The Walt Disney Company Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 13.1.5 The Walt Disney Company Recent Development
- 13.2 Meredith Corporation
  - 13.2.1 Meredith Corporation Company Details
  - 13.2.2 Meredith Corporation Business Overview and Its Total Revenue
  - 13.2.3 Meredith Corporation Licensed Merchandise Retail Introduction
  - 13.2.4 Meredith Corporation Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 13.2.5 Meredith Corporation Recent Development
- 13.3 PVH Corp.
  - 13.3.1 PVH Corp. Company Details
  - 13.3.2 PVH Corp. Business Overview and Its Total Revenue

- 13.3.3 PVH Corp. Licensed Merchandise Retail Introduction
- 13.3.4 PVH Corp. Revenue in Licensed Merchandise Retail Business (2015-2020)
- 13.3.5 PVH Corp. Recent Development
- 13.4 Iconix Brand Group
  - 13.4.1 Iconix Brand Group Company Details
  - 13.4.2 Iconix Brand Group Business Overview and Its Total Revenue
  - 13.4.3 Iconix Brand Group Licensed Merchandise Retail Introduction
  - 13.4.4 Iconix Brand Group Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 13.4.5 Iconix Brand Group Recent Development
- 13.5 Authentic Brands Group
  - 13.5.1 Authentic Brands Group Company Details
  - 13.5.2 Authentic Brands Group Business Overview and Its Total Revenue
  - 13.5.3 Authentic Brands Group Licensed Merchandise Retail Introduction
  - 13.5.4 Authentic Brands Group Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 13.5.5 Authentic Brands Group Recent Development
- 13.6 Universal Brand Development
  - 13.6.1 Universal Brand Development Company Details
  - 13.6.2 Universal Brand Development Business Overview and Its Total Revenue
  - 13.6.3 Universal Brand Development Licensed Merchandise Retail Introduction
  - 13.6.4 Universal Brand Development Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 13.6.5 Universal Brand Development Recent Development
- 13.7 Nickelodeon
  - 13.7.1 Nickelodeon Company Details
  - 13.7.2 Nickelodeon Business Overview and Its Total Revenue
  - 13.7.3 Nickelodeon Licensed Merchandise Retail Introduction
  - 13.7.4 Nickelodeon Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 13.7.5 Nickelodeon Recent Development
- 13.8 Major League Baseball
  - 13.8.1 Major League Baseball Company Details
  - 13.8.2 Major League Baseball Business Overview and Its Total Revenue
  - 13.8.3 Major League Baseball Licensed Merchandise Retail Introduction
  - 13.8.4 Major League Baseball Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 13.8.5 Major League Baseball Recent Development
- 13.9 IMG College (Collegiate Licensing Company)
  - 13.9.1 IMG College (Collegiate Licensing Company) Company Details

13.9.2 IMG College (Collegiate Licensing Company) Business Overview and Its Total Revenue

13.9.3 IMG College (Collegiate Licensing Company) Licensed Merchandise Retail Introduction

13.9.4 IMG College (Collegiate Licensing Company) Revenue in Licensed Merchandise Retail Business (2015-2020)

13.9.5 IMG College (Collegiate Licensing Company) Recent Development

13.10 Sanrio

13.10.1 Sanrio Company Details

13.10.2 Sanrio Business Overview and Its Total Revenue

13.10.3 Sanrio Licensed Merchandise Retail Introduction

13.10.4 Sanrio Revenue in Licensed Merchandise Retail Business (2015-2020)

13.10.5 Sanrio Recent Development

13.11 Sequential Brands Group

10.11.1 Sequential Brands Group Company Details

10.11.2 Sequential Brands Group Business Overview and Its Total Revenue

10.11.3 Sequential Brands Group Licensed Merchandise Retail Introduction

10.11.4 Sequential Brands Group Revenue in Licensed Merchandise Retail Business (2015-2020)

10.11.5 Sequential Brands Group Recent Development

13.12 Westinghouse

10.12.1 Westinghouse Company Details

10.12.2 Westinghouse Business Overview and Its Total Revenue

10.12.3 Westinghouse Licensed Merchandise Retail Introduction

10.12.4 Westinghouse Revenue in Licensed Merchandise Retail Business (2015-2020)

10.12.5 Westinghouse Recent Development

13.13 General Motors

10.13.1 General Motors Company Details

10.13.2 General Motors Business Overview and Its Total Revenue

10.13.3 General Motors Licensed Merchandise Retail Introduction

10.13.4 General Motors Revenue in Licensed Merchandise Retail Business (2015-2020)

10.13.5 General Motors Recent Development

13.14 National Basketball Association

10.14.1 National Basketball Association Company Details

10.14.2 National Basketball Association Business Overview and Its Total Revenue

10.14.3 National Basketball Association Licensed Merchandise Retail Introduction

10.14.4 National Basketball Association Revenue in Licensed Merchandise Retail

**Business (2015-2020)**

10.14.5 National Basketball Association Recent Development

**13.15 Electrolux**

10.15.1 Electrolux Company Details

10.15.2 Electrolux Business Overview and Its Total Revenue

10.15.3 Electrolux Licensed Merchandise Retail Introduction

10.15.4 Electrolux Revenue in Licensed Merchandise Retail Business (2015-2020)

10.15.5 Electrolux Recent Development

**13.16 National Football League**

10.16.1 National Football League Company Details

10.16.2 National Football League Business Overview and Its Total Revenue

10.16.3 National Football League Licensed Merchandise Retail Introduction

10.16.4 National Football League Revenue in Licensed Merchandise Retail Business (2015-2020)

10.16.5 National Football League Recent Development

**13.17 Warner Bros. Consumer Products**

10.17.1 Warner Bros. Consumer Products Company Details

10.17.2 Warner Bros. Consumer Products Business Overview and Its Total Revenue

10.17.3 Warner Bros. Consumer Products Licensed Merchandise Retail Introduction

10.17.4 Warner Bros. Consumer Products Revenue in Licensed Merchandise Retail Business (2015-2020)

10.17.5 Warner Bros. Consumer Products Recent Development

**13.18 The Pok?mon Company International**

10.18.1 The Pok?mon Company International Company Details

10.18.2 The Pok?mon Company International Business Overview and Its Total Revenue

10.18.3 The Pok?mon Company International Licensed Merchandise Retail Introduction

10.18.4 The Pok?mon Company International Revenue in Licensed Merchandise Retail Business (2015-2020)

10.18.5 The Pok?mon Company International Recent Development

**13.19 Procter & Gamble**

10.19.1 Procter &amp; Gamble Company Details

10.19.2 Procter &amp; Gamble Business Overview and Its Total Revenue

10.19.3 Procter &amp; Gamble Licensed Merchandise Retail Introduction

10.19.4 Procter &amp; Gamble Revenue in Licensed Merchandise Retail Business (2015-2020)

10.19.5 Procter &amp; Gamble Recent Development

**13.20 Ferrari**

- 10.20.1 Ferrari Company Details
- 10.20.2 Ferrari Business Overview and Its Total Revenue
- 10.20.3 Ferrari Licensed Merchandise Retail Introduction
- 10.20.4 Ferrari Revenue in Licensed Merchandise Retail Business (2015-2020)
- 10.20.5 Ferrari Recent Development
- 13.21 Ralph Lauren
  - 10.21.1 Ralph Lauren Company Details
  - 10.21.2 Ralph Lauren Business Overview and Its Total Revenue
  - 10.21.3 Ralph Lauren Licensed Merchandise Retail Introduction
  - 10.21.4 Ralph Lauren Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.21.5 Ralph Lauren Recent Development
- 13.22 Mattel
  - 10.22.1 Mattel Company Details
  - 10.22.2 Mattel Business Overview and Its Total Revenue
  - 10.22.3 Mattel Licensed Merchandise Retail Introduction
  - 10.22.4 Mattel Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.22.5 Mattel Recent Development
- 13.23 Ford Motor Company
  - 10.23.1 Ford Motor Company Company Details
  - 10.23.2 Ford Motor Company Business Overview and Its Total Revenue
  - 10.23.3 Ford Motor Company Licensed Merchandise Retail Introduction
  - 10.23.4 Ford Motor Company Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.23.5 Ford Motor Company Recent Development
- 13.24 BBC Worldwide
  - 10.24.1 BBC Worldwide Company Details
  - 10.24.2 BBC Worldwide Business Overview and Its Total Revenue
  - 10.24.3 BBC Worldwide Licensed Merchandise Retail Introduction
  - 10.24.4 BBC Worldwide Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.24.5 BBC Worldwide Recent Development
- 13.25 The Hershey Company
  - 10.25.1 The Hershey Company Company Details
  - 10.25.2 The Hershey Company Business Overview and Its Total Revenue
  - 10.25.3 The Hershey Company Licensed Merchandise Retail Introduction
  - 10.25.4 The Hershey Company Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.25.5 The Hershey Company Recent Development
- 13.26 Stanley Black & Decker

- 10.26.1 Stanley Black & Decker Company Details
- 10.26.2 Stanley Black & Decker Business Overview and Its Total Revenue
- 10.26.3 Stanley Black & Decker Licensed Merchandise Retail Introduction
- 10.26.4 Stanley Black & Decker Revenue in Licensed Merchandise Retail Business (2015-2020)
- 10.26.5 Stanley Black & Decker Recent Development
- 13.27 PGA Tour
  - 10.27.1 PGA Tour Company Details
  - 10.27.2 PGA Tour Business Overview and Its Total Revenue
  - 10.27.3 PGA Tour Licensed Merchandise Retail Introduction
  - 10.27.4 PGA Tour Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.27.5 PGA Tour Recent Development
- 13.28 National Hockey League
  - 10.28.1 National Hockey League Company Details
  - 10.28.2 National Hockey League Business Overview and Its Total Revenue
  - 10.28.3 National Hockey League Licensed Merchandise Retail Introduction
  - 10.28.4 National Hockey League Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.28.5 National Hockey League Recent Development
- 13.29 Sunkist Growers
  - 10.29.1 Sunkist Growers Company Details
  - 10.29.2 Sunkist Growers Business Overview and Its Total Revenue
  - 10.29.3 Sunkist Growers Licensed Merchandise Retail Introduction
  - 10.29.4 Sunkist Growers Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.29.5 Sunkist Growers Recent Development
- 13.30 WWE
  - 10.30.1 WWE Company Details
  - 10.30.2 WWE Business Overview and Its Total Revenue
  - 10.30.3 WWE Licensed Merchandise Retail Introduction
  - 10.30.4 WWE Revenue in Licensed Merchandise Retail Business (2015-2020)
  - 10.30.5 WWE Recent Development

## **14 ANALYST'S VIEWPOINTS/CONCLUSIONS**

## **15 APPENDIX**

- 15.1 Research Methodology
  - 15.1.1 Methodology/Research Approach

- 15.1.2 Data Source
- 15.2 Disclaimer
- 15.3 Author Details

## List Of Tables

### LIST OF TABLES

Table 1. Licensed Merchandise Retail Key Market Segments

Table 2. Key Players Covered: Ranking by Licensed Merchandise Retail Revenue

Table 3. Ranking of Global Top Licensed Merchandise Retail Manufacturers by Revenue (US\$ Million) in 2019

Table 4. Global Licensed Merchandise Retail Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026

Table 5. Key Players of Apparels

Table 6. Key Players of Toys

Table 7. Key Players of Games

Table 8. Key Players of Greeting Cards

Table 9. Key Players of Housewares

Table 10. Key Players of Jewelry

Table 11. Key Players of Cosmetics

Table 12. Key Players of Collectibles

Table 13. Key Players of Others

Table 14. COVID-19 Impact Global Market: (Four Licensed Merchandise Retail Market Size Forecast Scenarios)

Table 15. Opportunities and Trends for Licensed Merchandise Retail Players in the COVID-19 Landscape

Table 16. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis

Table 17. Key Regions/Countries Measures against Covid-19 Impact

Table 18. Proposal for Licensed Merchandise Retail Players to Combat Covid-19 Impact

Table 19. Global Licensed Merchandise Retail Market Size Growth by Application (US\$ Million): 2020 VS 2026

Table 20. Global Licensed Merchandise Retail Market Size by Regions (US\$ Million): 2020 VS 2026

Table 21. Global Licensed Merchandise Retail Market Size by Regions (2015-2020) (US\$ Million)

Table 22. Global Licensed Merchandise Retail Market Share by Regions (2015-2020)

Table 23. Global Licensed Merchandise Retail Forecasted Market Size by Regions (2021-2026) (US\$ Million)

Table 24. Global Licensed Merchandise Retail Market Share by Regions (2021-2026)

Table 25. Market Top Trends

Table 26. Key Drivers: Impact Analysis



Table 27. Key Challenges

Table 28. Licensed Merchandise Retail Market Growth Strategy

Table 29. Main Points Interviewed from Key Licensed Merchandise Retail Players

Table 30. Global Licensed Merchandise Retail Revenue by Players (2015-2020) (Million US\$)

Table 31. Global Licensed Merchandise Retail Market Share by Players (2015-2020)

Table 32. Global Top Licensed Merchandise Retail Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Licensed Merchandise Retail as of 2019)

Table 33. Global Licensed Merchandise Retail by Players Market Concentration Ratio (CR5 and HHI)

Table 34. Key Players Headquarters and Area Served

Table 35. Key Players Licensed Merchandise Retail Product Solution and Service

Table 36. Date of Enter into Licensed Merchandise Retail Market

Table 37. Mergers & Acquisitions, Expansion Plans

Table 38. Global Licensed Merchandise Retail Market Size by Type (2015-2020) (Million US\$)

Table 39. Global Licensed Merchandise Retail Market Size Share by Type (2015-2020)

Table 40. Global Licensed Merchandise Retail Revenue Market Share by Type (2021-2026)

Table 41. Global Licensed Merchandise Retail Market Size Share by Application (2015-2020)

Table 42. Global Licensed Merchandise Retail Market Size by Application (2015-2020) (Million US\$)

Table 43. Global Licensed Merchandise Retail Market Size Share by Application (2021-2026)

Table 44. North America Key Players Licensed Merchandise Retail Revenue (2019-2020) (Million US\$)

Table 45. North America Key Players Licensed Merchandise Retail Market Share (2019-2020)

Table 46. North America Licensed Merchandise Retail Market Size by Type (2015-2020) (Million US\$)

Table 47. North America Licensed Merchandise Retail Market Share by Type (2015-2020)

Table 48. North America Licensed Merchandise Retail Market Size by Application (2015-2020) (Million US\$)

Table 49. North America Licensed Merchandise Retail Market Share by Application (2015-2020)

Table 50. Europe Key Players Licensed Merchandise Retail Revenue (2019-2020) (Million US\$)

- Table 51. Europe Key Players Licensed Merchandise Retail Market Share (2019-2020)
- Table 52. Europe Licensed Merchandise Retail Market Size by Type (2015-2020)  
(Million US\$)
- Table 53. Europe Licensed Merchandise Retail Market Share by Type (2015-2020)
- Table 54. Europe Licensed Merchandise Retail Market Size by Application (2015-2020)  
(Million US\$)
- Table 55. Europe Licensed Merchandise Retail Market Share by Application  
(2015-2020)
- Table 56. China Key Players Licensed Merchandise Retail Revenue (2019-2020)  
(Million US\$)
- Table 57. China Key Players Licensed Merchandise Retail Market Share (2019-2020)
- Table 58. China Licensed Merchandise Retail Market Size by Type (2015-2020) (Million  
US\$)
- Table 59. China Licensed Merchandise Retail Market Share by Type (2015-2020)
- Table 60. China Licensed Merchandise Retail Market Size by Application (2015-2020)  
(Million US\$)
- Table 61. China Licensed Merchandise Retail Market Share by Application (2015-2020)
- Table 62. Japan Key Players Licensed Merchandise Retail Revenue (2019-2020)  
(Million US\$)
- Table 63. Japan Key Players Licensed Merchandise Retail Market Share (2019-2020)
- Table 64. Japan Licensed Merchandise Retail Market Size by Type (2015-2020) (Million  
US\$)
- Table 65. Japan Licensed Merchandise Retail Market Share by Type (2015-2020)
- Table 66. Japan Licensed Merchandise Retail Market Size by Application (2015-2020)  
(Million US\$)
- Table 67. Japan Licensed Merchandise Retail Market Share by Application (2015-2020)
- Table 68. Southeast Asia Key Players Licensed Merchandise Retail Revenue  
(2019-2020) (Million US\$)
- Table 69. Southeast Asia Key Players Licensed Merchandise Retail Market Share  
(2019-2020)
- Table 70. Southeast Asia Licensed Merchandise Retail Market Size by Type  
(2015-2020) (Million US\$)
- Table 71. Southeast Asia Licensed Merchandise Retail Market Share by Type  
(2015-2020)
- Table 72. Southeast Asia Licensed Merchandise Retail Market Size by Application  
(2015-2020) (Million US\$)
- Table 73. Southeast Asia Licensed Merchandise Retail Market Share by Application  
(2015-2020)
- Table 74. India Key Players Licensed Merchandise Retail Revenue (2019-2020) (Million

US\$)

Table 75. India Key Players Licensed Merchandise Retail Market Share (2019-2020)

Table 76. India Licensed Merchandise Retail Market Size by Type (2015-2020) (Million US\$)

Table 77. India Licensed Merchandise Retail Market Share by Type (2015-2020)

Table 78. India Licensed Merchandise Retail Market Size by Application (2015-2020) (Million US\$)

Table 79. India Licensed Merchandise Retail Market Share by Application (2015-2020)

Table 80. Central & South America Key Players Licensed Merchandise Retail Revenue (2019-2020) (Million US\$)

Table 81. Central & South America Key Players Licensed Merchandise Retail Market Share (2019-2020)

Table 82. Central & South America Licensed Merchandise Retail Market Size by Type (2015-2020) (Million US\$)

Table 83. Central & South America Licensed Merchandise Retail Market Share by Type (2015-2020)

Table 84. Central & South America Licensed Merchandise Retail Market Size by Application (2015-2020) (Million US\$)

Table 85. Central & South America Licensed Merchandise Retail Market Share by Application (2015-2020)

Table 86. The Walt Disney Company Company Details

Table 87. The Walt Disney Company Business Overview

Table 88. The Walt Disney Company Product

Table 89. The Walt Disney Company Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 90. The Walt Disney Company Recent Development

Table 91. Meredith Corporation Company Details

Table 92. Meredith Corporation Business Overview

Table 93. Meredith Corporation Product

Table 94. Meredith Corporation Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 95. Meredith Corporation Recent Development

Table 96. PVH Corp. Company Details

Table 97. PVH Corp. Business Overview

Table 98. PVH Corp. Product

Table 99. PVH Corp. Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 100. PVH Corp. Recent Development

Table 101. Iconix Brand Group Company Details

- Table 102. Iconix Brand Group Business Overview
- Table 103. Iconix Brand Group Product
- Table 104. Iconix Brand Group Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 105. Iconix Brand Group Recent Development
- Table 106. Authentic Brands Group Company Details
- Table 107. Authentic Brands Group Business Overview
- Table 108. Authentic Brands Group Product
- Table 109. Authentic Brands Group Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 110. Authentic Brands Group Recent Development
- Table 111. Universal Brand Development Company Details
- Table 112. Universal Brand Development Business Overview
- Table 113. Universal Brand Development Product
- Table 114. Universal Brand Development Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 115. Universal Brand Development Recent Development
- Table 116. Nickelodeon Company Details
- Table 117. Nickelodeon Business Overview
- Table 118. Nickelodeon Product
- Table 119. Nickelodeon Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 120. Nickelodeon Recent Development
- Table 121. Major League Baseball Business Overview
- Table 122. Major League Baseball Product
- Table 123. Major League Baseball Company Details
- Table 124. Major League Baseball Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 125. Major League Baseball Recent Development
- Table 126. IMG College (Collegiate Licensing Company) Company Details
- Table 127. IMG College (Collegiate Licensing Company) Business Overview
- Table 128. IMG College (Collegiate Licensing Company) Product
- Table 129. IMG College (Collegiate Licensing Company) Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 130. IMG College (Collegiate Licensing Company) Recent Development
- Table 131. Sanrio Company Details
- Table 132. Sanrio Business Overview
- Table 133. Sanrio Product
- Table 134. Sanrio Revenue in Licensed Merchandise Retail Business (2015-2020)

(Million US\$)

Table 135. Sanrio Recent Development

Table 136. Sequential Brands Group Company Details

Table 137. Sequential Brands Group Business Overview

Table 138. Sequential Brands Group Product

Table 139. Sequential Brands Group Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 140. Sequential Brands Group Recent Development

Table 141. Westinghouse Company Details

Table 142. Westinghouse Business Overview

Table 143. Westinghouse Product

Table 144. Westinghouse Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 145. Westinghouse Recent Development

Table 146. General Motors Company Details

Table 147. General Motors Business Overview

Table 148. General Motors Product

Table 149. General Motors Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 150. General Motors Recent Development

Table 151. National Basketball Association Company Details

Table 152. National Basketball Association Business Overview

Table 153. National Basketball Association Product

Table 154. National Basketball Association Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 155. National Basketball Association Recent Development

Table 156. Electrolux Company Details

Table 157. Electrolux Business Overview

Table 158. Electrolux Product

Table 159. Electrolux Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 160. Electrolux Recent Development

Table 161. National Football League Company Details

Table 162. National Football League Business Overview

Table 163. National Football League Product

Table 164. National Football League Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)

Table 165. National Football League Recent Development

Table 166. Warner Bros. Consumer Products Company Details

- Table 167. Warner Bros. Consumer Products Business Overview
- Table 168. Warner Bros. Consumer Products Product
- Table 169. Warner Bros. Consumer Products Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 170. Warner Bros. Consumer Products Recent Development
- Table 171. The Pok?mon Company International Company Details
- Table 172. The Pok?mon Company International Business Overview
- Table 173. The Pok?mon Company International Product
- Table 174. The Pok?mon Company International Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 175. The Pok?mon Company International Recent Development
- Table 176. Procter & Gamble Company Details
- Table 177. Procter & Gamble Business Overview
- Table 178. Procter & Gamble Product
- Table 179. Procter & Gamble Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 180. Procter & Gamble Recent Development
- Table 181. Ferrari Company Details
- Table 182. Ferrari Business Overview
- Table 183. Ferrari Product
- Table 184. Ferrari Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 185. Ferrari Recent Development
- Table 186. Ralph Lauren Company Details
- Table 187. Ralph Lauren Business Overview
- Table 188. Ralph Lauren Product
- Table 189. Ralph Lauren Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 190. Ralph Lauren Recent Development
- Table 191. Mattel Company Details
- Table 192. Mattel Business Overview
- Table 193. Mattel Product
- Table 194. Mattel Revenue in Licensed Merchandise Retail Business (2015-2020) (Million US\$)
- Table 195. Mattel Recent Development
- Table 196. Ford Motor Company Company Details
- Table 197. Ford Motor Company Business Overview
- Table 198. Ford Motor Company Product
- Table 199. Ford Motor Company Revenue in Licensed Merchandise Retail Business

(2015-2020) (Million US\$)

Table 200. Ford Motor Company Recent Development

Table 201. BBC Worldwide Company Details

Table 202. BBC Worldwide Business Overview

Table 203. BBC Worldwide Product

Table 204. BBC Worldwide Revenue in Licensed Merchandise Retail Business

(2015-2020) (Million US\$)

Table 205. BBC Worldwide Recent Development

Table 206. The Hershey Company Company Details

Table 207. The Hershey Company Business Overview

Table 208. The Hershey Company Product

Table 209. The Hershey Company Revenue in Licensed Merchandise Retail Business

(2015-2020) (Million US\$)

Table 210. The Hershey Company Recent Development

Table 211. Stanley Black & Decker Company Details

Table 212. Stanley Black & Decker Business Overview

Table 213. Stanley Black & Decker Product

Table 214. Stanley Black & Decker Revenue in Licensed Merchandise Retail Business

(2015-2020) (Million US\$)

Table 215. Stanley Black & Decker Recent Development

Table 216. PGA Tour Company Details

Table 217. PGA Tour Business Overview

Table 218. PGA Tour Product

Table 219. PGA Tour Revenue in Licensed Merchandise Retail Business (2015-2020)

(Million US\$)

Table 220. PGA Tour Recent Development

Table 221. National Hockey League Company Details

Table 222. National Hockey League Business Overview

Table 223. National Hockey League Product

Table 224. National Hockey League Revenue in Licensed Merchandise Retail Business

(2015-2020) (Million US\$)

Table 225. National Hockey League Recent Development

Table 226. Sunkist Growers Company Details

Table 227. Sunkist Growers Business Overview

Table 228. Sunkist Growers Product

Table 229. Sunkist Growers Revenue in Licensed Merchandise Retail Business

(2015-2020) (Million US\$)

Table 230. Sunkist Growers Recent Development

Table 231. WWE Company Details

Table 232. WWE Business Overview

Table 233. WWE Product

Table 234. WWE Revenue in Licensed Merchandise Retail Business (2015-2020)  
(Million US\$)

Table 235. WWE Recent Development

Table 236. Research Programs/Design for This Report

Table 237. Key Data Information from Secondary Sources

Table 238. Key Data Information from Primary Sources



## List Of Figures

### LIST OF FIGURES

Figure 1. Global Licensed Merchandise Retail Market Share by Type: 2020 VS 2026

Figure 2. Apparels Features

Figure 3. Toys Features

Figure 4. Games Features

Figure 5. Greeting Cards Features

Figure 6. Housewares Features

Figure 7. Jewelry Features

Figure 8. Cosmetics Features

Figure 9. Collectibles Features

Figure 10. Others Features

Figure 11. Global Licensed Merchandise Retail Market Share by Application: 2020 VS 2026

Figure 12. Entertainment Case Studies

Figure 13. Corporate Trademarks/Brand Case Studies

Figure 14. Fashion Case Studies

Figure 15. Sports Case Studies

Figure 16. Others Case Studies

Figure 17. Licensed Merchandise Retail Report Years Considered

Figure 18. Global Licensed Merchandise Retail Market Size YoY Growth 2015-2026 (US\$ Million)

Figure 19. Global Licensed Merchandise Retail Market Share by Regions: 2020 VS 2026

Figure 20. Global Licensed Merchandise Retail Market Share by Regions (2021-2026)

Figure 21. Porter's Five Forces Analysis

Figure 22. Global Licensed Merchandise Retail Market Share by Players in 2019

Figure 23. Global Top Licensed Merchandise Retail Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Licensed Merchandise Retail as of 2019

Figure 24. The Top 10 and 5 Players Market Share by Licensed Merchandise Retail Revenue in 2019

Figure 25. North America Licensed Merchandise Retail Market Size YoY Growth (2015-2020) (Million US\$)

Figure 26. Europe Licensed Merchandise Retail Market Size YoY Growth (2015-2020) (Million US\$)

Figure 27. China Licensed Merchandise Retail Market Size YoY Growth (2015-2020) (Million US\$)

Figure 28. Japan Licensed Merchandise Retail Market Size YoY Growth (2015-2020) (Million US\$)

Figure 29. Southeast Asia Licensed Merchandise Retail Market Size YoY Growth (2015-2020) (Million US\$)

Figure 30. India Licensed Merchandise Retail Market Size YoY Growth (2015-2020) (Million US\$)

Figure 31. Central & South America Licensed Merchandise Retail Market Size YoY Growth (2015-2020) (Million US\$)

Figure 32. The Walt Disney Company Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 33. The Walt Disney Company Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 34. Meredith Corporation Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 35. Meredith Corporation Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 36. PVH Corp. Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 37. PVH Corp. Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 38. Iconix Brand Group Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 39. Iconix Brand Group Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 40. Authentic Brands Group Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 41. Authentic Brands Group Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 42. Universal Brand Development Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 43. Universal Brand Development Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 44. Nickelodeon Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 45. Nickelodeon Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 46. Major League Baseball Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 47. Major League Baseball Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 48. IMG College (Collegiate Licensing Company) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 49. IMG College (Collegiate Licensing Company) Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 50. Sanrio Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 51. Sanrio Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 52. Sequential Brands Group Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 53. Sequential Brands Group Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 54. Westinghouse Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 55. Westinghouse Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 56. General Motors Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 57. General Motors Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 58. National Basketball Association Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 59. National Basketball Association Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 60. Electrolux Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 61. Electrolux Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 62. National Football League Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 63. National Football League Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 64. Warner Bros. Consumer Products Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 65. Warner Bros. Consumer Products Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 66. The Pok?mon Company International Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 67. The Pok?mon Company International Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 68. Procter & Gamble Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 69. Procter & Gamble Revenue Growth Rate in Licensed Merchandise Retail Business (2015-2020)

Figure 70. Ferrari Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 71. Ferrari Revenue Growth Rate in Licensed Merchandise Retail Business

(2015-2020)

Figure 72. Bottom-up and Top-down Approaches for This Report

Figure 73. Data Triangulation

Figure 74. Key Executives Interviewed

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