

United States TV Merchandise Market Report 2021

<https://marketpublishers.com/r/U9E6A6C0735EN.html>

Date: August 2016

Pages: 104

Price: US\$ 3,800.00 (Single User License)

ID: U9E6A6C0735EN

Abstracts

Notes:

Sales, means the sales volume of TV Merchandise

Revenue, means the sales value of TV Merchandise

This report studies sales (consumption) of TV Merchandise in USA market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Cartoon Network

Discovery Consumer Products

DreamWorks Animation

Entertainment One

Hasbro

Mattel

NBC Universal

Nickelodeon

Rainbow

Sanrio

The Walt Disney Company

Twentieth Century Fox

Warner Bros.

World Wrestling Entertainment

41 Entertainment

Aardman Animations

Brandgenuity

CBS Consumer Products

Copyright Promotions Licensing Group (CPLG)

Endemol Shine Group

European Licensing Company (ELC)

EVOLUTION

Exim Licensing Group

FremantleMedia

Global Icons

Haven Licensing

IMG Licensing

Ink Group

The LEGO Group

LMCA

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Accessories

Apparel

Home Decor

Toys

Video Games

Others

Split by applications, this report focuses on sales, market share and growth rate of TV Merchandise in each application, can be divided into

Application 1

Application 2

Application 3

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