

Licensed Sports Merchandise Market: Focus on North America (2016-2020)

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Abstracts

Sports licensing covers licensing of logos, symbols, names of varied sports organizations and team players. These items are owned by sports institutions which are known as licensors and they lease the rights to use their property to licensees in return of royalty. In the US, the business is dominated by the four major sports leagues, National Football League, Major League Baseball, National Basketball Association and National Hockey League along with NASCAR. In terms of its segments, sports apparel have the highest growth rate while among the sporting equipments, videogames/software are expected to grow at a faster rate as compared to sporting goods & toys and games.

The key factors driving the growth of market include rising sports market in North America, growing demand of sporting goods, accelerating economic growth, e-commerce penetration, rising popularity of sports leagues and rising participation in top sports. Some notable trends of this industry include sports apparel to gain fame among all product categories, growing demand of social media, increase in events & hot markets, development in consumer electronics, expansion in new markets and models, increasing fan engagement and growth of the female factor. However, the expansion of the market is hindered by declining retail shelf space and counterfeiting/duplicate products.

The report "Licensed Sports Merchandise Market" provides an in-depth analysis of the US and Canada market for licensed sports merchandise. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The industry comprises few large players such as VF Corporation, G III Apparel Group, Dick's Sporting Goods Inc. and Fanatics Inc. All these companies have been profiled in the present report highlighting their key financials and business strategies for growth.

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