

# Licensed Sports Merchandise Market Report – Focus on North America: 2016 Edition

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## Abstracts

Sports licensing has grown in scope and sophistication over the past decade, and is one of the top four revenue producers in the licensing world. In the US, the business is dominated by the four major sports leagues, National Football League, Major League Baseball, National Basketball Association and the National Hockey League along with NASCAR. In addition more than 300 colleges and universities in the US are involved in collegiate licensing, marketing their rights primarily to the apparel market with sometimes very respectable revenues, depending on the performance of their sports teams and the size of the university or college. In terms of its segments, sports apparel have the highest growth rate while among the sporting equipment, videogames/software are expected to grow at a faster rate as compared to sporting goods & toys and games.

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 major players in the industry, VF Corporation, G III Apparel Group, Fanatics Inc. and Dick’s Sporting Goods Inc. are being profiled.

The key factors driving the growth of the licensed sports merchandise market are accelerating sports market in North America, rising demand of sporting goods, increasing GDP in the US and Canada, growing demand for e-commerce and rising demand for top sports. Some of the noteworthy trends and developments of this industry are growth of online streaming, introduction of domestic and housewares, licensing of player, technological advancement and rising demand of social media. However, the expansion of licensed sports merchandise market is hindered by counterfeiting/duplicate products, declining retail shelf space and high entry barriers.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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