

Global Brand Licensing Market Insight 2020, Forecast to 2025

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The Brand Licensing market was valued at US\$ xx in 2019, prior to COVID-19. Whereas post-COVID-19 scenario, the market for Brand Licensing is projected to grow from US\$ xx million in 2020, and is projected to reach xx by 2025, at a CAGR of xx% during the forecast period. Projected and forecast revenue values are in constant U.S. dollars, unadjusted for inflation. Product values are estimated based on manufacturers' revenue.

The report offers detailed coverage of Brand Licensing industry and main market trends. The market research includes historical and forecast market data, demand, application details, price trends, and company shares of the leading Brand Licensing by geography. The report splits the market size, by volume and value, on the basis of application type and geography.

In addition to this data, the report provides insight into drivers of market demand and strategies of suppliers. Key players are profiled, and their market shares in the global Brand Licensing market are discussed.

The market is segmented by types:

Apparels

Toys

Accessories

Home Decoration

Software/Vedio Games

Food and Beverage

Others

It can be also divided by applications:

Entertainment

Corporate Trademarks/Brand

Fashion

Sports

Others

And this report covers the historical situation, present status and the future prospects of the global Brand Licensing market for 2015-2025. In this report, we analyze global market from 5 geographies: Asia-Pacific, Europe, North America, Middle East & Africa, South America.

Finally, the report provides detailed profile and data information analysis of leading company.

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

Report Includes:

xx data tables and xx additional tables

An overview of global Brand Licensing market

An detailed key players analysis across regions

Analyses of global market trends, with historical data, estimates for 2020 and projections of compound annual growth rates (CAGRs) through 2025

Insights into regulatory and environmental developments

Information on the supply and demand scenario and evaluation of technological and investment opportunities in the Brand Licensing market

Profiles of major players in the industry, including%li% The Walt Disney Company, Meredith Corporation, PVH Corp., Iconix Brand Group, Authentic Brands Group.....

Research objectives

To study and analyze the global Brand Licensing consumption (value & volume) by key regions/countries, product type and application, history data from 2015 to

2019, and forecast to 2025.

To understand the structure of Brand Licensing market by identifying its various subsegments.

Focuses on the key global Brand Licensing manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, Porter's five forces analysis, SWOT analysis and development plans in next few years.

To analyze the Brand Licensing with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Brand Licensing submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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