

# Global Licensed Merchandise Market- Size, Trends & Forecasts (2018-2022)

March 2018



# Global Licensed Merchandise Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Dynamics

Competitive Landscape

Company Profiling

# Global Licensed Merchandise Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Licensed Merchandise Market: Size, Trends & Forecasts (2018-2022)
Coverage	Global
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2018-2022
Competition in the Market	Fragmented
Key Players	Walt Disney, G-III Apparel Group Ltd, Hasbro, Inc., Kynetics LLC (Fanatic, Inc.)

# Global Licensed Merchandise Market

## Executive Summary

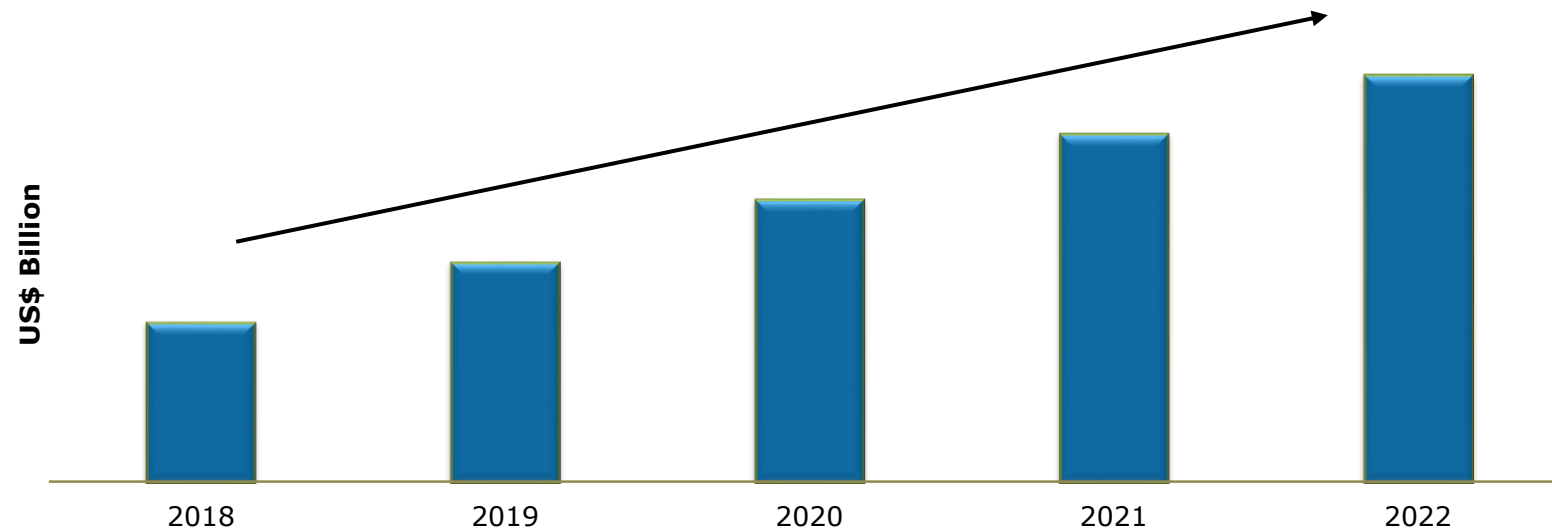
Licensed merchandise refers to, where the owner of the product, pattern, design, text, image, etc. (the licensor) is usually paid an advance and a royalty based on a percentage of income from sales. The company selling the merchandise (the licensee) is obliged to meet certain obligations including payments, quality control and enforcement of rights.

The licensed merchandise market can be segmented on the basis of industry and on the basis of product.

The global licensed merchandise market has increased at a significant CAGR during the years 2010-2017 and projections are made that the market would rise in the next four years i.e. 2018-2022 tremendously. The licensed merchandise market is expected to increase due to growth in youth population, increasing middle class population, increasing concert market, increasing jewellery market, etc. Yet the market faces some challenges such as, growing threat of piracy.

# Licensed Merchandise Market: Global Analysis

## Global Licensed Merchandise Market by Value

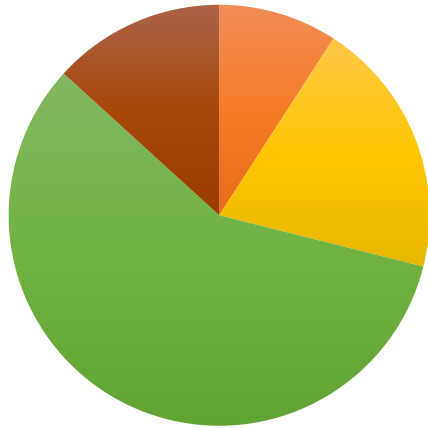


CAGRs	
2018-2022	xx%

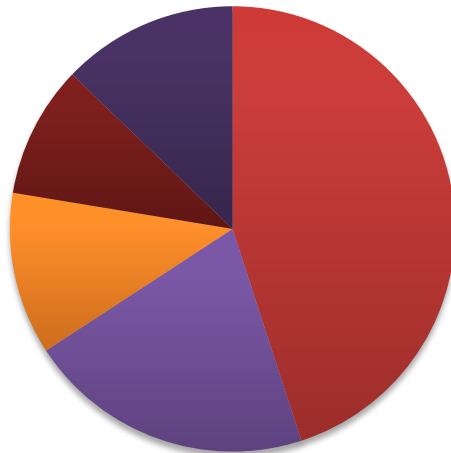
The global Licensed Merchandise market by value is anticipated to reach up to US\$... billion by 2022 from US\$... billion in 2018.. The market is expected to grow at a CAGR of ...% over the years 2018-2022.

# Licensed Merchandise Market: Global Analysis

## Global Licensed Merchandise Market by Region; 2016



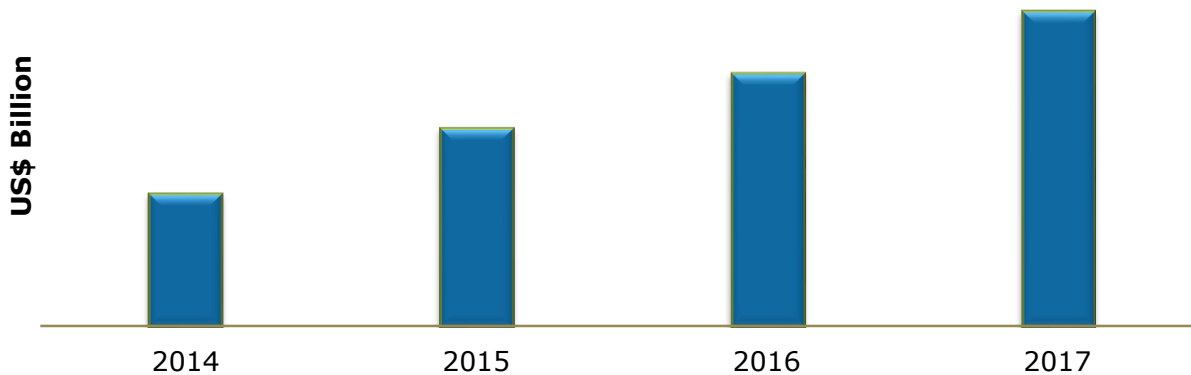
## Global Licensed Merchandise Market by Segments; 2016



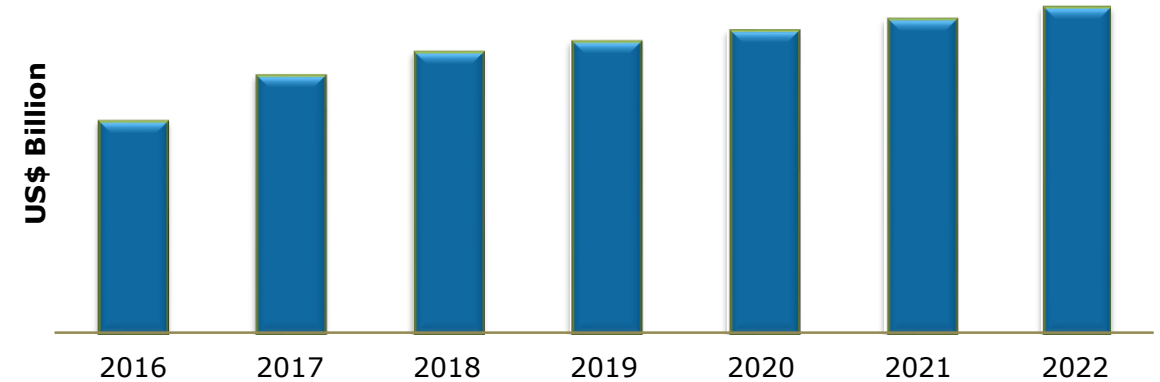
Segments	Share
Entertainment	xx%
Sports	xx%
Others	xx%

# Licensed Merchandise Market: Segment Analysis

**Global Licensed Entertainment Merchandise Market by Value; 2014-2017 (US\$ Billion)**

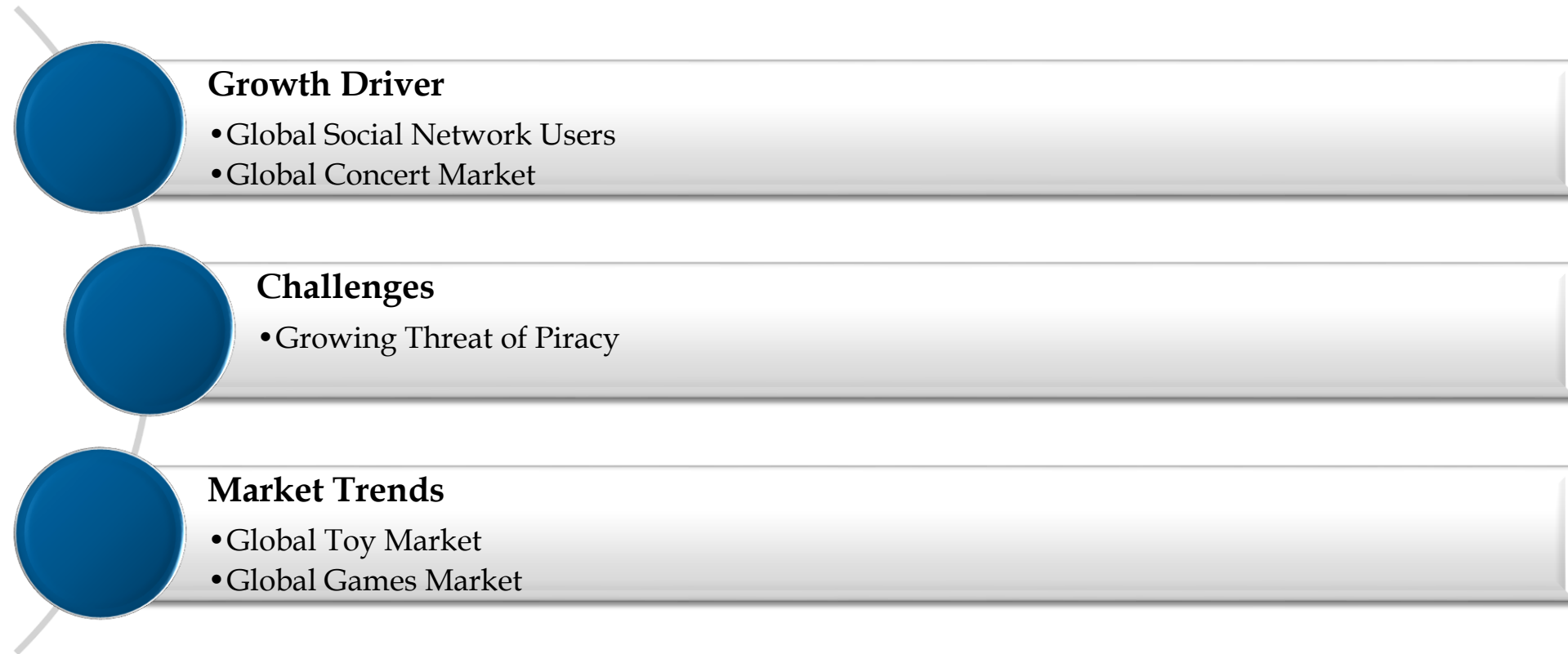


**Global Licensed Sports Merchandise Market by Value; 2016-2022 (US\$ Billion)**



Segments	Years	CAGR
Licensed Entertainment Merchandise	2014-2016	xx%
Licensed Sports Merchandise	2018-2022	xx%

# Licensed Merchandise Market: Dynamics



# Licensed Merchandise Market: Competitive Landscape

## Players Profiled

- Walt Disney



- G-III Apparel Group Ltd



- Hasbro, Inc.



- Kynetics LLC (Fanatic, Inc.)

