

Global Licensed Merchandise Market-Focus on Licensed Toys (2016-20) Trends & Opportunities



View Report Details

Scope of the Report

The report titled "Global Licensed Merchandise Market-Focus on Licensed Toys: Trends and Opportunities (2016-2020)" analyzes the potential opportunities and significant trends in the global licensed merchandise retail market, with special focus on licensed toys. The report provides detailed analysis of the market size and segmentation of the industry with regional focus on major North American markets such as the United States and Canada and Asia Pacific region. The US is the birthplace of many international licenses and is the biggest licensed toys market globally. Europe is the second largest licensed toy region in the world. Asia Pacific is catching up by being home to seven out of the top 10 most heavily licensed traditional toys and markets globally.

The report also assesses the market share of the industry based on popular licensing categories like Character/Entertainment, Corporate Brand, Fashion, etc. Business profiles and analysis of the business strategies of the leading companies operating in the segment such as Disney Consumer Products, Inc., Warner Brothers Consumer Products, Inc. and Viacom Inc. are also included in the report.

Geographical Coverage

- ⊕ The US
- ⊕ Canada

⊕ Asia Pacific

Company Coverage

⊕ Disney Consumer Products, Inc.

⊕ Warner Brothers Consumer Products, Inc.

⊕ Viacom Inc.

Executive Summary

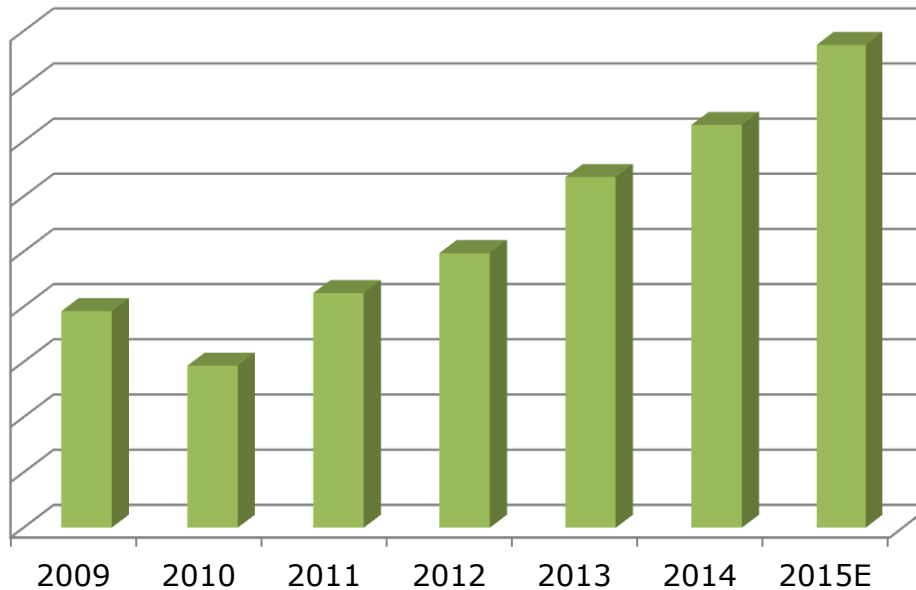
Licensing refers to the business arrangement allowing one company to permit another company to manufacture its products for a specified payment. There are practically no limits on merchandise that can be licensed. It can range from bed sheets to running shoes; clocks to rings; shower curtains to stuffed animals, etc. Character licensing accounted for major share of global licensed merchandise industry in recent years. Licensed character toys especially Hollywood Action Figures has been most dominant category driving sales. Licensing plays a vital role in driving sales and new product launches within toys industry overall.

Some of the factors driving sales of licensed toys and licensed merchandise market overall are high demand from emerging markets, rise in spending on toys by kids and release of blockbusters especially Hollywood movies. Major market constraints are toy safety, counterfeiting of toys and unfavorable structural trends in the market globally.

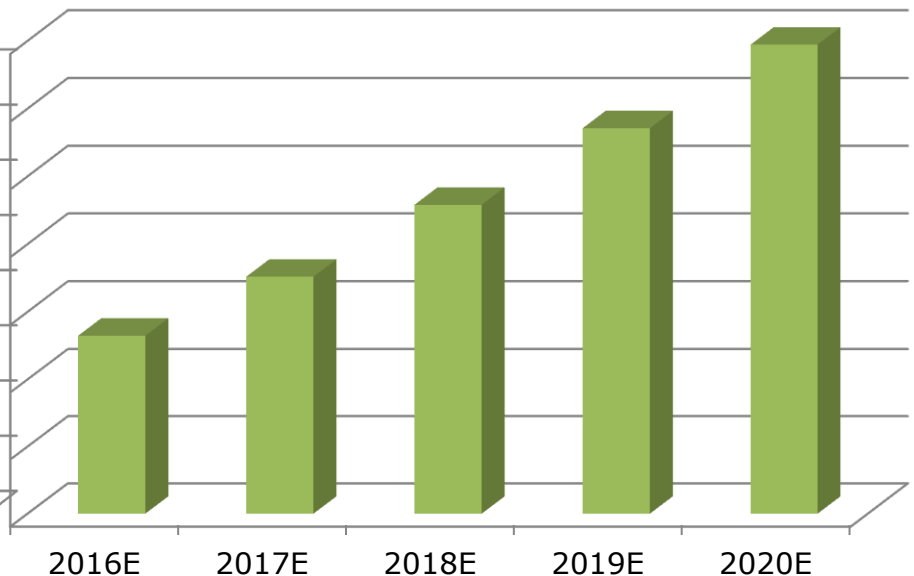
Global Licensed Merchandise Market: Overview

Licensed merchandise refers to any situation where a company licenses another company's protected imagery or trade dress (e.g., logos, cartoon characters, color systems) to appear on or with the licensor's offerings.

Global Retail Sales of Licensed Merchandise Market Size by Value, 2009-15E (US\$ Billions)



Global Retail Sales of Licensed Merchandise Market Size by Value Forecasted, 2016E-20E (US\$ Billions)

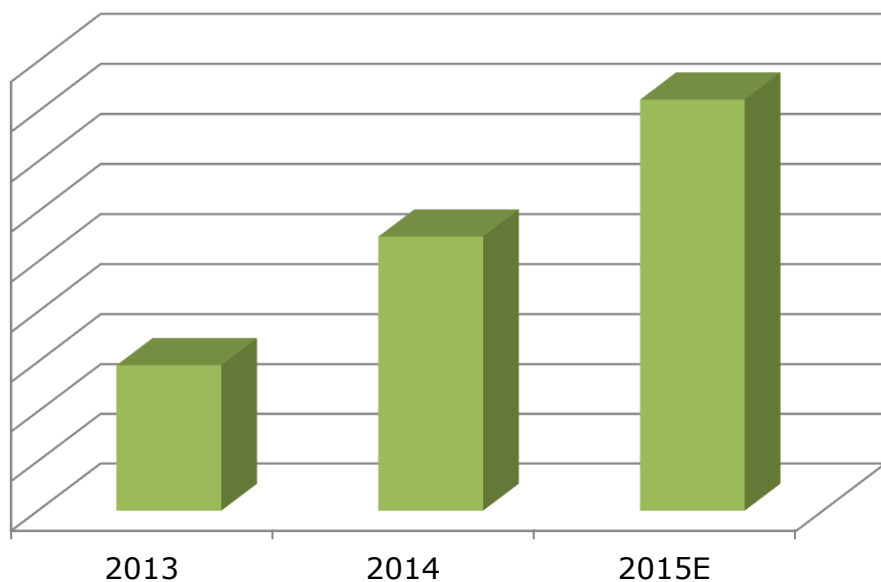


- Market size of global licensed merchandise market by value is expected to reach to US\$..... billion in the year 2020, from US\$..... billion in 2014 by growing at a CAGR of.....%.
- Growth in the market is due to

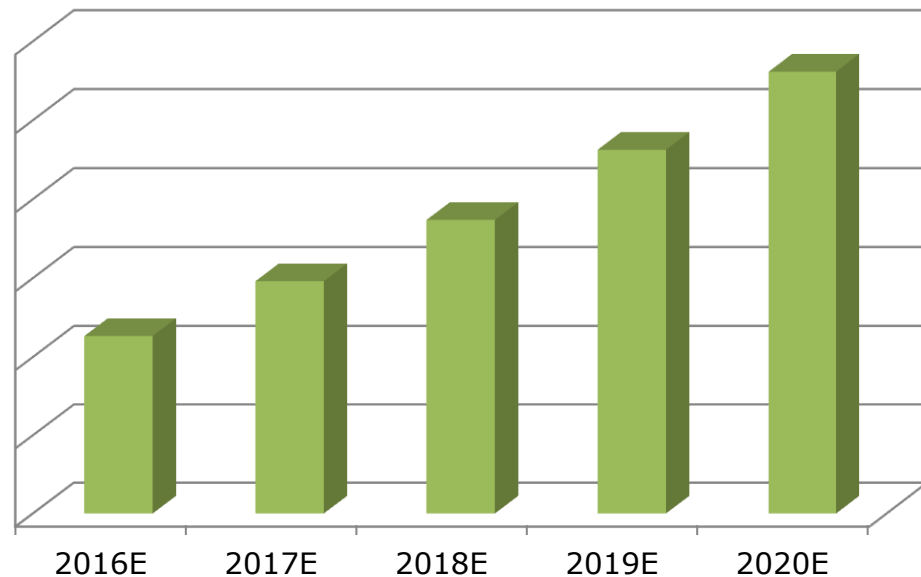
Global Licensed Toys Market: Overview

Global sales of licensed toys are estimated to total to US\$... billion in the year 2015, reporting an increase of ..% over its previous year's value of US\$.. billion. In the year 2014 sales of interactive toys were down globally.

Global Licensed Toys Market Size by Value, 2013-15E (US\$ Billions)



Global Licensed Toys Market Size by Value Forecasted, 2016E-20E (US\$ Billions)



- Market size of licensed toys market by value is estimated at US\$billion in the year 2020, from US\$..... billion in 2014 by growing at%.
- Growth in the market is due to

Global Eco-Cars Market Trends

Licensed Toys Sales Dominated by Action Figures

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Cross Platform Integration in Sales of Licensed Toys

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