

The Licensing Trends Driving Retail Sales

LICENSING INTERNATIONAL'S NEWLY released Global Licensing Industry Study, which examines the worldwide retail sales of licensed products and services throughout 2023, reveals the trends that have been driving consumer purchases and provides insight into the categories and territories that will represent significant opportunities moving forward. In addition to breaking down revenues and royalties by property and product categories, the Global Study also provides data by region. The study, which is conducted by Brandar Consulting, contains licensing data from 899 companies in 45 countries. Members of Licensing International can access the full report for free, and it is also available for purchase to non-members.

+4.6%


GLOBAL RETAIL SALES OF LICENSED PRODUCTS AND SERVICES REACHED **\$356.5 BILLION** IN 2023, A **4.6% INCREASE** OVER 2022.



FASHION
+7.5% TO \$31.7
BILLION



MUSIC
+16.4% TO
\$5.1 BILLION



SPORTS
+5.6% TO
\$39.5 BILLION

+6.9%


THE **ENTERTAINMENT/CHARACTERS** PROPERTY CATEGORY GREW **6.9%** TO REACH **\$147.6 BILLION** IN REVENUE.



38% **ANIME, VIDEO GAMES,
AND SOCIAL MEDIA**



42% **FILM AND
TELEVISION**



22% **RECENTLY LAUNCHED
CHARACTERS OR
BRANDS**



73% **FRANCHISES AND
CLASSIC CHARACTERS
OR BRANDS**

+3.1%


THE **CORPORATE BRAND** PROPERTY CATEGORY SAW REVENUE INCREASE **3.1%** TO **\$90.3 BILLION**, WHICH WAS BELOW AVERAGE MARKET GROWTH. MANY OF THE PRODUCT CATEGORIES THAT ARE NATURAL FITS FOR CORPORATE BRAND LICENSES – INCLUDING HOME DÉCOR, HOUSEWARES, GIFTS, LAWN AND GARDEN/HARDWARE, AUTO PARTS AND PAPER PRODUCTS – HAD LOW GROWTH IN 2023.

+13.5%


LOCATION-BASED ENTERTAINMENT/THEMED ATTRACTIONS (+13.5%) WAS A TOP PERFORMING PRODUCT CATEGORY IN 2023. THIS FOLLOWED A +67.3% INCREASE IN 2022.

-3.5%


THE BIGGEST DECLINE IN A PRODUCT CATEGORY WAS IN THE **LICENSED TOY SEGMENT**, WHICH SAW REVENUE FALL **-3.5%** IN 2023. IT WAS CLEAR THAT BELOVED BRANDS INSPIRED PURCHASES, HOWEVER, AS THE TOYS/GAMES MARKET OVERALL ACTUALLY DECLINED **-4.5%** WORLDWIDE.

+3.7%

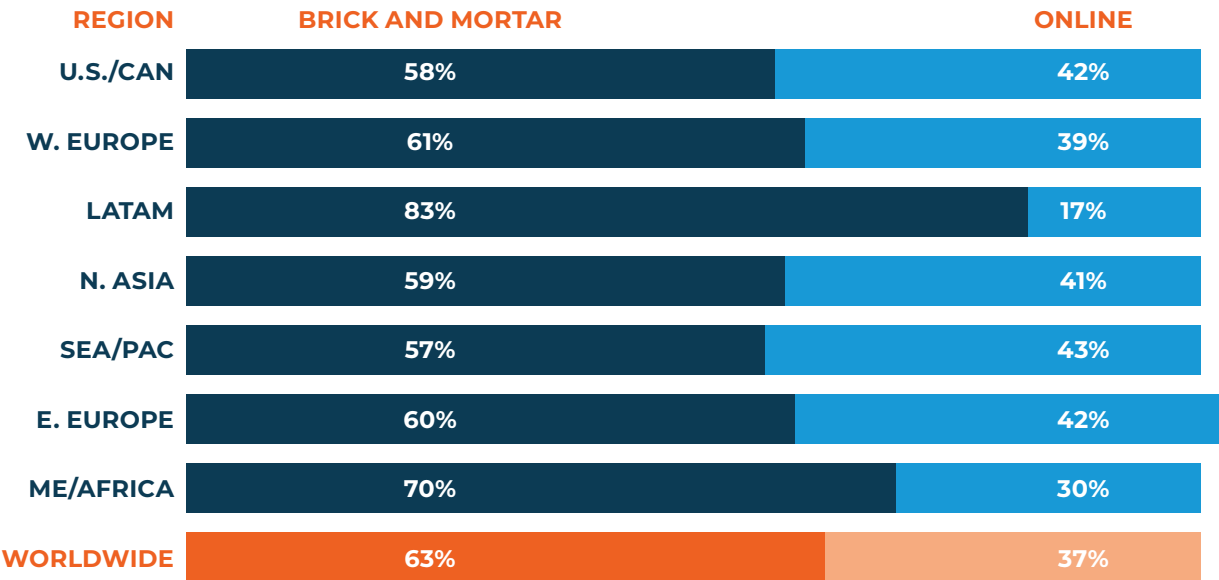


THE GLOBAL BRAND LICENSING INDUSTRY AGAIN PERFORMED BETTER THAN THE **OVERALL WORLDWIDE RETAIL MARKET**, WHICH GREW AT A **+3.7%** RATE IN 2023 (COMPARED TO THE 4.6% INCREASE EXPERIENCED BY LICENSED PRODUCTS AND SERVICES).



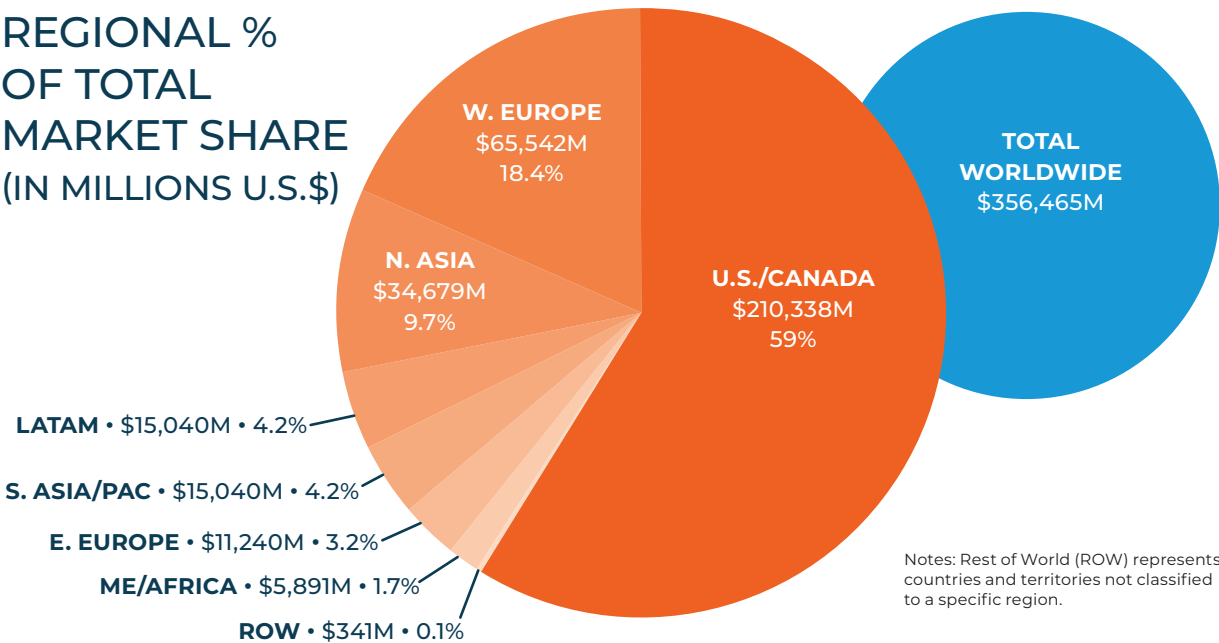
37% THE **E-COMMERCE RETAIL CHANNEL** EXPANDED TO REACH A 37% SHARE OF GLOBAL LICENSING SALES

REGIONAL % OF GLOBAL LICENSING SALES



Source: 2024 Licensing International Global Survey respondents

REGIONAL % OF TOTAL MARKET SHARE (IN MILLIONS U.S.\$)



Notes: Rest of World (ROW) represents countries and territories not classified to a specific region.

[CLICK HERE](#) to download the full report