



Brand Licensing Market 2020: Global Key Players, Trends, Share, Industry Size, Segmentation, Opportunities Forecast 2026

PUNE, MAHARASTRA, INDIA, April 14, 2020 /EINPresswire.com/ -- Introduction
Brand Licensing Market

COVID-19, the disease it causes, surfaced in late 2019, and now had become a full-blown crisis worldwide. Over fifty key countries had declared a national emergency to combat coronavirus. With cases spreading, and the epicentre of the outbreak shifting to Europe, North America, India and Latin America, life in these regions has been upended the way it had been in Asia earlier in the developing crisis. As the coronavirus pandemic has worsened, the entertainment industry has been upended along with most every other facet of life. As experts work toward a better understanding, the world shudders in fear of the unknown, a worry that has rocked global financial markets, leading to daily volatility in the U.S. stock markets.

According to this latest study, the 2020 growth of Brand Licensing will have significant change from previous year. By the most conservative estimates of global Brand Licensing market size (most likely outcome) will be a year-over-year revenue growth rate of XX% in 2020, from US\$ 300370 million in 2019. We give this scenario a XX% probability, where under the scenario the supply chain will start to recover and quarantines and travel bans will ease, over the Q2. Longer-term, the effect of COVID-19 will be felt throughout the year with some degree of harm done by the virus. Over the next five years the Brand Licensing market will register a XX% CAGR in terms of revenue, the global market size will reach US\$ XX million by 2025.

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This report presents a comprehensive overview, market shares, and growth opportunities of Brand Licensing market by product type, application, key manufacturers and key regions and countries.

This study specially analyses the impact of Covid-19 outbreak on the Brand Licensing, covering the supply chain analysis, impact assessment to the Brand Licensing market size growth rate in several scenarios, and the measures to be undertaken by Brand Licensing companies in response to the COVID-19 epidemic.

Segmentation by type: breakdown data from 2015 to 2020 in Section 2.3; and forecast to 2025 in section 10.7.

Apparels

Toys

Accessories

Home Decoration

Software or Video Games

Food and Beverage

Others

Segmentation by application: breakdown data from 2015 to 2020, in Section 2.4; and forecast to

2025 in section 10.8.

Entertainment

Corporate Trademarks or Brand

Fashion

Sports

Others

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.

- The Walt Disney Company
- Sanrio
- Meredith Corporation
- Tonix Brand Group
- Authentic Brands Group
- BVH Corp.
- Major League Baseball
- Universal Brand Development
- MG College (Collegiate Licensing Company)
- Nickelodeon
- National Football League
- The Pokémon Company International
- Warner Bros. Consumer Products
- Sequential Brands Group
- National Basketball Association
- General Motors
- Ferrari
- Electrolux
- Westinghouse
- Brocter & Gamble

- National Hockey League
- Sunkist Growers
- Stanley Black & Decker
- The Hershey Company
- PGA Tour
- Mattel
- WWE
- Ford Motor Company
- Ralph Lauren
- BBC Worldwide

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Brand Licensing market size by key regions/countries, 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 players, to define, describe and analyze the value, market share, market competition landscape, 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 size 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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Major Key Points of Global Brand Licensing Market

1 Scope of the Report

1.1 Market Introduction

1.2 Research Objectives

1.3 Years Considered

1.4 Market Research Methodology

1.5 Economic Indicators

1.6 Currency Considered

1.7 What is the Impact of Covid-19 Outbreak On the Brand Licensing?

1.7.1 Optimistic Scenario: COVID-19 Is Contained by May or June, with Normalcy Returning to Global Operations Through the End of Q2.

1.7.2 Conservative Scenario: COVID-19 Remains Prevalent, with Continued Impacts Lasting Into Q4.

1.7.3 Estimated Impact of the Coronavirus (COVID-19) Epidemic on the Global Brand Licensing Market Size in 2020, by Scenario

1.7.4 Corporate Strategy the Manufacturers Should Be Thinking About Right Now

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11.1.1 Company Details

11.1.2 Brand Licensing Product Offered

- 11.1.3 The Walt Disney Company Brand Licensing Revenue, Gross Margin and Market Share (2018-2020)
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NORAH TRENT
WISE GUY RESEARCH CONSULTANTS PVT LTD
646-845-9349
[email us here](#)

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