
Description: 'US Licensed Sports Merchandise Market: Trends, Opportunities and Forecasts (2016-2021) (By Segment - Sports Apparel, Sports Footwear, Sports Equipment -Videogames, Sporting goods and Toys; By Leagues - NFL, NBA, MLB, NHL; By Key Players - Competitive Landscape)

Licensed Sports Merchandise Market in US is seeing rapid expansion amidst increasing popularity of leagues and their TV Viewership which has resulted in the increase in retail sales of licensed sports based categories.

US Licensed Sports Merchandise Market has been growing at a moderate rate over the last five years with growth being majorly driven by increasing popularity of leagues, increasing TV deal/partnerships of major professional leagues, surging demand for licensed sports apparel as well as licensed multimedia products (Videogames/Software) who are targeting the underserved market (Children's segment) in sports licensing and have been propelling the growth in the US Licensed Sports Merchandise Market.

According to "US Licensed Sports Merchandise Market: Trends, Opportunities and Forecasts (2016-2021) - (By Segment - Sports Apparel, Sports Footwear, Sports Equipment -Videogames, Sporting goods and Toys; By Leagues - NFL, NBA, MLB, NHL; By Key Players - Competitive Landscape)" the market is dominated by professional sports leagues and increasing demand and fascination of consumers towards licensed sports goods as well as the increase in popularity of leagues across US which make up for a considerable share on the heels of increasing adoption of licensed sports apparel for their favourite team and player. Among the segments, sports Apparel have the highest growth rate while among the sporting equipment, videogames/software are expected to grow at a faster rate as compared to sporting goods & toys and games. The market is ripe for swift expansion with key players of the industry licensee include VF Corporation, Adidas - Reebok, Nike, G-III Apparel & Jarden Corporation.

Scope of the Report:

"US Licensed Sports Merchandise Market: Trends, Opportunities and Forecasts (2016-2021) - (By Segment - Sports Apparel, Sports Footwear, Sports Equipment -Videogames, Sporting goods and Toys; By Leagues - NFL, NBA, MLB, NHL; By Key Players - Competitive Landscape)" analyses the following aspects:

- US Licensed Sports Merchandise Market Size & Forecast (By Value)
- Market Segmentation - Licensed Sports Apparel, Footwear & Equipment
- Executive Summary - Market, Drivers & Challenges and Trends
- Professional Sports League in US

Why You Should Buy This Report?

- To gain an in-depth understanding of US Licensed Sports Merchandise Market
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants align their market-centric strategies
- To obtain research based business decision and add weight to presentations
- To gain competitive knowledge of leading players
- To avail limited customization in the report without any extra charges

Contents:

1. Research Methodology
2. Global Licensed Merchandise Market Overview
3. US Licensed Merchandise Market Overview
   4.1. Retail Sales of Global Licensed Merchandise, By Value (Historic 2010-15) 
   4.2. Retail Sales of Global Licensed Merchandise, By Value (Forecast 2016 F-2021F)
4.3. US Licensed Merchandise Market 2015 & 2021F, Focus on North America
4.3.1. Retail Sales of US Licensed Merchandise, By Value (Historic 2010-15)
4.3.2. Retail Sales of Licensed Merchandise Accessories in North America 2013-14
4.3.3. Retail Sales of US Licensed Merchandise, By Value (Forecast 2016F-2021F)
4.4. US Licensed Sports Based Merchandise Market Outlook
4.4.1. US Licensed Sports Based Merchandise Market By Value (Historic 2010-2015)
4.4.2. US Licensed Sports Based Merchandise Market, By Value (Forecast 2016E-2021F)
4.5. US Licensed Sports Apparel Market Growth & Forecast
4.5.1. US Licensed Sports Apparel Market, By Value (Historic 2010-2015)
4.5.2. Average TV Viewership of NHL in millions
4.5.3. Average TV Viewership of MLB in millions
4.5.4. US Licensed Sports Apparel Market, By Value (Forecast 2016E-2012F)
4.6. US Licensed Sports Footwear Market Growth & Forecast
4.6.1. US Licensed Sports Footwear Market, By Value (Historic 2010-2015)
4.6.2. Average TV Viewership Of College Sports during Spring 2011 Season to Autumn 2014 Season in Millions
4.6.3. US Licensed Sports Footwear Market, By Value (Forecast 2016E-2021F)
4.7. US Licensed Sports Equipment Market Growth & Forecast
4.7.1 US Licensed Sports Equipment Market, By Value (Forecast 2010-2015)
4.7.2 Market share of major licensed product categories in Sporting Equipment (2013-2014)
4.7.3 US Licensed Sports Equipment Market, By Value (Forecast 2016E-2021F)

5. Market Dynamics
5.1 Emerging Trends
5.2 Challenges
5.3 Growth & Drivers

6.1 Competitive analysis of retail sales of licensed merchandise - Sports League
6.2 Competitive Positioning of major sports league
6.3 National Hockey League
6.4 National Basketball Association
6.5 National Football League

7. Company Profiles
7.1 VF Corporation
7.2 Jarden
7.3 Nike
7.4 Adidas- Reebok
7.5 G-III Apparel
7.6 Dick's Sporting Goods
7.7 Under Armour
7.8 New Era Cap
7.9 Knight Apparel
7.10 Great American Products

8. Strategic Recommendations

List of Figures:
Figure 1: Retail Sales of Global Licensed Merchandise Market, By Value (2010-2015) in USD Billion
Figure 2: Retail Sales of Global Licensed Merchandise Market, By Value, Forecast (2016E-2021F)
Figure 3: Retail Sales of US Licensed Merchandise, By Value (2010-2015) in USD Billion
Figure 4: Retail Sales of Licensed Merchandise Accessories in North America 2013-14 in USD Billion
Figure 5: Retail Sales of US Licensed Merchandise, By Value, (2016E -202F) in USD Billion
Figure 6: Retail Sales of US Licensed Sports Based Merchandise, By Value (2010-2015) in USD Billion
Figure 7: Retail Sales of US Licensed Sports Based Merchandise, By Value, (2016E -202F) in USD Billion
Figure 8: Retail Sales of US Licensed Sports Apparel, By Value (2010-2015) in USD Billion
Figure 9: Average TV Viewership of NHL in millions
Figure 10: Average TV Viewership of MLB in millions
Figure 11: Retail Sales of US Licensed Sports Apparel, By Value, (2016E -202F) in USD Billion
Figure 12: Retail Sales of US Licensed Sports Footwear, By Value, (2010-2015) in USD Billion
Figure 13: Average TV Viewership of College Sports 2011-2014 in millions
Figure 14: Retail Sales of US Licensed Sports Footwear, By Value, (2016E -202F) in USD Billion
Figure 15: Retail Sales of US Licensed Sports Equipment, By Value, (2010-2015) in USD Billion
Figure 16: Market Share of Major Licensed Sports Category in Sports Equipment -2013
Figure 17: Market Share of Major Licensed Sports Category in Sports Equipment -2014
Figure 18: Retail Sales of US Licensed Sports Equipment, By Value, (2016E-2021F) in USD Billion
Figure 19: Fan Ranking of Top 5 NHL Teams 2015
Figure 20: TV Viewership of NHL (2011-15) and Stanley Cups (2012-15)
Figure 21: Average game attendance NHL 2010-2015
Figure 22: Average Ticket Price NHL 2010-15
Figure 23: Fan ranking of Top 5 NBA teams 2015
Figure 24: Fan value of top 5 NBA teams
Figure 25: TV Viewership of NBA Regular Season (2011-2015)
Figure 26: Average Game Attendance of NBA 2011-2015
Figure 27: Average ticket Price of NBA (2010-2015)
Figure 28: Fan Rankings of Top 5 NFL Teams 2015
Figure 29: Average Game Attendance of NFL 2011-2015
Figure 30: Average ticket Price of NFL (2010-2015)
Figure 31: Fan Rankings of Top 5 NFL Teams 2015
Figure 32: Average Game Attendance of NFL 2011-2015
Figure 33: Average ticket Price of NFL (2010-2015)
Figure 34: TV Viewership of MLB Regular Season ( 2011-2015) ESPN Telecast
Figure 35: Average Game Attendance of MLB ( 2011-2015)
Figure 36: Average Ticket Price of MLB (2010-2015)
Figure 37: VF Corporation Revenue (2011-15)
Figure 38: VF Corporation EBITDA growth ( 2011-2015)
Figure 39: Year wise Significant Acquisition by Jarden
Figure 40: Jarden Revenue (2011-2015)
Figure 41: Jarden EBITDA growth ( 2011-2015)
Figure 42: Nike Wholesale Equivalent Revenue by Product Categories 2014
Figure 43: Nike Wholesale Equivalent Revenue by Product Categories 2015
Figure 44: Nike Revenue 2011-2015
Figure 45: Nike EBITDA growth 2011-2015
Figure 46: Adidas - Reebok Brand Portfolio
Figure 47: Adidas - Reebok Revenue (2011-2015)
Figure 48: Adidas - Reebok EBITDA Growth 2011-2015
Figure 49: G-III apparel Licensed Brands Under Various Product Categories
Figure 50: Market Share of licensed , non licensed & retail operations of G-III Apparel 2015
Figure 51: G-III Apparel Revenue 2011-2015
Figure 52: G-III Apparel EBITDA Growth 2011-2015
Figure 53: Market Share of Dick's Sporting Goods by Business Segments 2014
Figure 54: Dick's Sporting Goods Revenue 2011-2015
Figure 55: Dick's Sporting Goods EBITDA Growth
Figure 56: Top 5 Licensee Revenue 2011-2015 in USD Billion
Figure 57: Gross Income of Top 5 Licensee 2011-2015 in USD Billion
Figure 58: PBT of Top 5 Licensee 2011-2015 in USD Billion
Figure 59: EBITDA of Top 5 Licensee 2011-2015 in USD Billion
Figure 60: PAT of Top 5 Licensee 2011-2015 in USD Billion
Figure 61: Under Armour Net Revenues by Product Category 2014
Figure 62: Under Armour Net Revenues by Distribution 2014

Ordering:  
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3627193/
Office Code: SCBRD4AZ

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
<th>Discount Until Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 1350</td>
<td></td>
</tr>
<tr>
<td>Hard Copy</td>
<td></td>
<td>USD 1500 + USD 58 Shipping/Handling</td>
<td>USD 2000 - Until 31st Dec 2016</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 2250</td>
<td>USD 3000 - Until 31st Dec 2016</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________
Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB9853308313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:
Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World