
Description: Sports licensing has grown in scope and sophistication over the past decade, and is one of the top four revenue producers in the licensing world. In the US, the business is dominated by the four major sports leagues, National Football League, Major League Baseball, National Basketball Association and the National Hockey League along with NASCAR.

In addition more than 300 colleges and universities in the US are involved in collegiate licensing, marketing their rights primarily to the apparel market with sometimes very respectable revenues, depending on the performance of their sports teams and the size of the university or college. In terms of its 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 report "Licensed Sports Merchandise Market" provides an in-depth analysis of the US and Canada market for licensed sports merchandise. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The major players in the industry, VF Corporation, G III Appeal Group, Fanatics Inc. and Dick's Sporting Goods Inc. are being profiled.

The key factors driving the growth of the licensed sports merchandise market are accelerating sports market in North America, rising demand of sporting goods, increasing GDP in the US and Canada, growing demand for e-commerce and rising demand for top sports. Some of the noteworthy trends and developments of this industry are growth of online streaming, introduction of domestic and housewares, licensing of player, technological advancement and rising demand of social media. However, the expansion of licensed sports merchandise market is hindered by counterfeiting/duplicate products, declining retail shelf space and high entry barriers.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents:
1. Licensing Market - An Introduction
   1.1 Types of Licensing
   1.1.1 Character and Entertainment Licensing
   1.1.2 Corporate Trademark and Brand Licensing
   1.1.3 Fashion Licensing
   1.1.4 Sports Licensing
   1.1.5 Art Licensing
   1.2 Facts about Sports Licensing and Merchandising
   1.2.1 Licensing Programs
   1.2.2 The Importance of Marketing
   1.2.3 Elements of a Licensing Agreement
2. Global Licensed Merchandise Market
   2.1 Global Retail Sales of Licensed Merchandise Market by Value
   2.2 Global Retail Sales of Licensed Merchandise by Region
   2.3 Global Retail Sales of Licensed Merchandise by Product Category
   2.4 Global Retail Sales of Licensed Merchandise by Property Type

3. The US & Canada Licensed Merchandise Market
   3.1 The US/Canada Retail Sales of Licensed Merchandise by Value
   3.2 The US/Canada Retail Sales of Licensed Merchandise by Product Category
   3.3 The US/Canada Retail Sales of Licensed Merchandise by Property Type
   3.4 The US/Canada Retail Sales of Licensed Merchandise by Distribution Channels

   4.1 Retail Sales of Licensed Sports Merchandise Market by Value
   4.2 Retail Sales of Licensed Sports Merchandise by Product Category
   4.3 Retail Sales Share of Licensed Sports Merchandise by Product Category
   4.4 Retail Sales of Licensed Sports Merchandise by League
   4.5 Retail Sales Share of Licensed Sports Merchandise by League
   4.6 Retail Sales of Licensed Sports Merchandise by Distribution Channels

5. Market Dynamics
   5.1 Growth Drivers
      5.1.1 Rising Demand of Sporting Goods
      5.1.2 Accelerating Sport Market in North America
      5.1.3 Accelerating Economic Growth
      5.1.4 E-commerce Grows as Channel for Sports Licensed Goods
      5.1.5 Rising Demand for Top Sports
   5.2 Key Trends
      5.2.1 Growth of Online Streaming
      5.2.2 Introduction of Domestic and Housewares Products
      5.2.3 Licensing of Player
      5.2.4 Technological Advancement
      5.2.5 Rising Demand of Social Media
   5.3 Challenges
      5.3.1 Counterfeiting/Duplicate Products
      5.3.2 Declining Retail Shelf Space
      5.3.3 High Entry Barriers

6. Competitive Landscape

7. Company Profiles
   7.1 VF Corporation
      7.1.1 Business Overview
      7.1.2 Financial Overview
      7.1.3 Business Strategies
   7.2 G III Apparel Group
      7.2.1 Business Overview
      7.2.2 Financial Overview
      7.2.3 Business Strategies
   7.3 Fanatics Inc.
      7.3.1 Business Overview
      7.3.2 Business Strategies
   7.4 DICK'S Sporting Goods, Inc.
      7.4.1 Business Overview
      7.4.2 Financial Overview
      7.4.3 Business Strategies

8. Market Outlook
   8.1 Market Forecast
   8.2 Forecast Methodology
      8.2.1 Dependent and Independent Variables
      8.2.2 Correlation Analysis
      8.2.3 Regression Analysis
List of Charts

- Flowchart to Demonstrate the Processes Involved In Licensing
- Global Retail Sales of Licensed Merchandise by Value (2006-2014)
- Global Retail Sales of Licensed Merchandise by Region (2014)
- Global Retail Sales of Licensed Merchandise by Product Category (2014)
- Global Retail Sales of Licensed Merchandise by Property Type (2014)
- The US & Canada Retail Sales Licensed Merchandise Market by Value (2008-2014)
- The US & Canada Retail Sales of Licensed Merchandise by Product Category (2014)
- The US & Canada Retail Sales of Licensed Merchandise by Property Type (2014)
- The US & Canada Retail Sales of Licensed Merchandise by Distribution Channels (2014)
- Retail Sales of Licensed Sports Merchandise in the US and Canada by Value (2006-2014)
- Retail Sales of Licensed Sports Merchandise in the US and Canada by Product Category (2014)
- Retail Sales of Licensed Sports Merchandise in the US and Canada by League (2014)
- Retail Sales Share of Licensed Sports Merchandise in the US and Canada by Product Category (2014)
- Retail Sales Share of Licensed Sports Merchandise in the US and Canada by League (2014)
- Retail Sales Share of Licensed Sports Merchandise in the US and Canada by Distribution Channel (2014)
- North America Sport Market (2009-2019E)
- GDP at Current Prices in the US and Canada (2009-2014)
- The US E-Commerce Retail Sales (2013-2018E)
- The US Retail Ecommerce Sales Share by Product (2014)
- VF Corporation Revenue Share by Business Segment (2015)
- VF Corporation Revenue and Net Income (2010-2015)
- G III Apparel Group Net Sales by Region (2015)
- Dick's Net Sales by Business Segment (2014)
- Dick's Net Sales and Net Income (2010-2014)
- Forecasted Retail Sales of Licensed Sports Merchandise in the US and Canada (2014-2018E)

List of Tables

- Entry Barriers for Licensed Sports Merchandise
- Dependent & Independent Variables (2010-2015)
- Correlation Matrix
- Models Summary - Coefficient of Determination
- Regression Coefficients Output

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