

Licensed Sports Merchandise Industry Analysis and 2020 Forecasts with Focus on North America Market

Major Licensed Sports Merchandise trends, growth drivers as well as issues being faced by the industry are being presented in this report. The industry comprises few large players such as VF Corporation, G III Appeal Group, Dick's Sporting Goods Inc. and Fanatics Inc.

Major Licensed Sports Merchandise trends, growth drivers as well as issues being faced by the industry are being presented in this report. The industry comprises few large players such as VF Corporation, G III Appeal Group, Dick's Sporting Goods Inc. and Fanatics Inc. Pune, India - March 17, 2017 /MarketReportOnline/ -- Research report on 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 industry comprises few large players such as VF Corporation, G III Appeal Group, Dick's Sporting Goods Inc. and Fanatics Inc. All these companies have been profiled in the present report highlighting their key financials and business strategies for growth.

Sports licensing covers licensing of logos, symbols, names of varied sports organizations and team players. These items are owned by sports institutions which are known as licensors and they lease the rights to use their property to licensees in return of royalty. In the US, the business is dominated by the four major sports leagues, National Football League, Major League Baseball, National Basketball Association and National Hockey League along with NASCAR. In terms of its segments, sports apparel have the highest growth rate while among the sporting equipments, videogames/software are expected to grow at a faster rate as compared to sporting goods & toys and games.

Order a copy of "Sports Merchandise" research report spread across 63 pages, 27 Charts and 2 Tables <http://www.marketreportsonline.com/contacts/purchase.php?name=577074>

The key factors driving the growth of market include rising sports market in North America, growing demand of sporting goods, accelerating economic growth, e-commerce penetration, rising popularity of sports leagues and rising participation in top sports. Some notable trends of this industry include sports apparel to gain fame among all product categories, growing demand of social media, increase in events & hot markets, development in consumer electronics, expansion in new markets and models, increasing fan engagement and growth of the female factor. However, the expansion of the market is hindered by declining retail shelf space and counterfeiting/duplicate products.

Major Points from Table of Contents

1. Licensing Market - An Overview
2. Global Licensed Merchandise Market Analysis
3. The US & Canada Licensed Merchandise Market
4. North America Licensed Sports Merchandise Market
5. Market Dynamics
6. Competitive Landscape
7. Company Profiles

See Complete Table of Contents

<http://www.marketreportsonline.com/577074-toc.html>

About Us:

MarketReportsOnline comprises of an online library of 2,50,000 reports and in-depth market research studies of over 5000+ micro markets. We provide 24/7 online and offline support to our customers. Get in touch with us for your needs of market research reports.

Contact Info:Name: Ritesh TiwariEmail: sales@marketreportsonline.comOrganization: Market Reports OnlineAddress: UNIT no 802, Tower no. 7, SEZ Magarpatta city, Hadapsar, Pune, Maharashtra 411013, IndiaPhone: + 1 888 391 5441Source URL: <http://marketersmedia.com/licensed-sports-merchandise-industry-analysis-and-2020-forecasts-with-focus-on-north-america-market/178794>For more information, please visit <http://www.marketreportsonline.com/577074.html>Source: MarketersMediaRelease ID: 178794

Contact Information

For more information visit <http://> (<http://>)

Keywords

You can read this press release online [here](#)