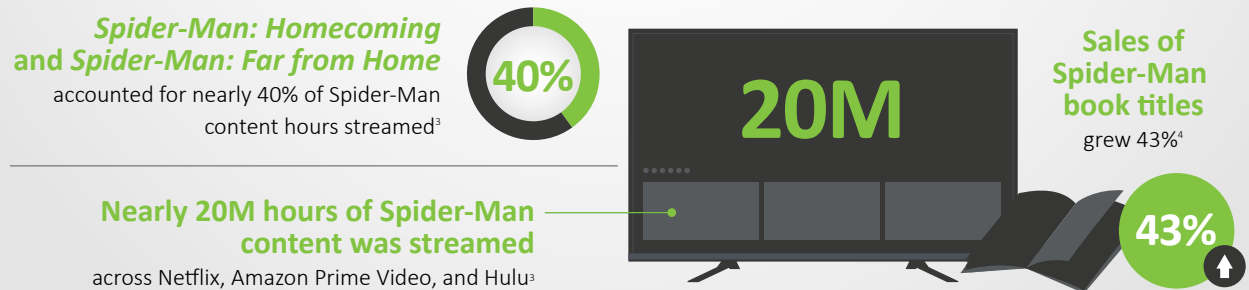
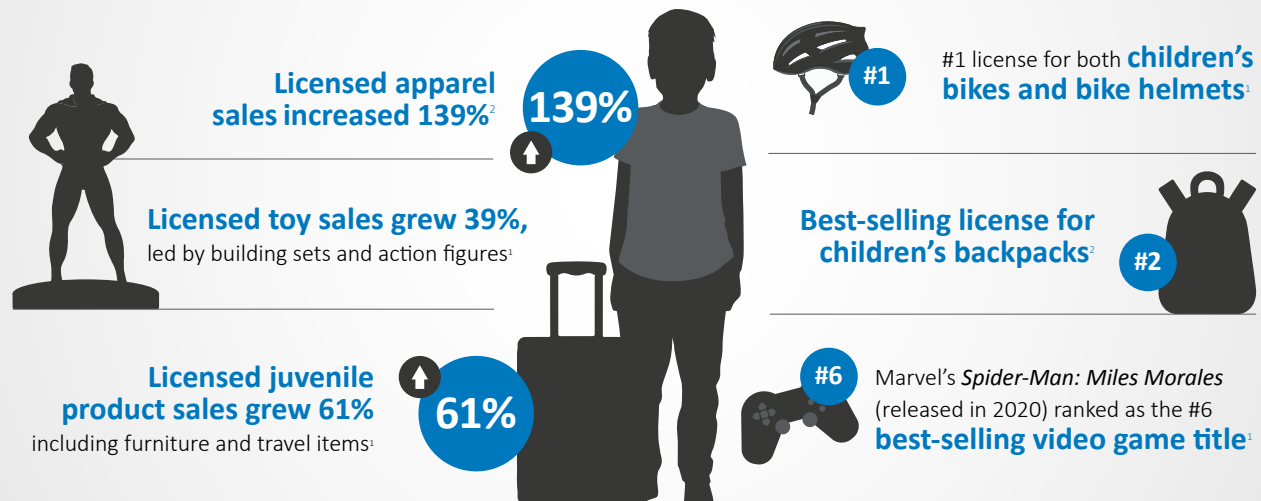


Spider-Man: The License Superhero of 2021

Spider-Man was the best-performing superhero license in the U.S. in 2021. Total consumer spending on Spider-Man licensed products across the industries we track increased 43% compared to 2020. **Take a closer look at what we've unmasked ...**



Spider-Man is a leading example of how film and entertainment content is fueling product sales. Consumers continue to engage with more products and platforms than ever before, especially to interact with their favorite characters. Our entertainment expertise — built on best-in-class data, thought leadership, and unparalleled analytics — equips retailers and licensors to uncover synergies to grow their brands in a rapidly changing environment.

¹ Source: The NPD Group/Retail Tracking Service, U.S., 2021

² Source: The NPD Group/Consumer Tracking Service, U.S., 2021

³ Source: The NPD Group/Subscription Video Track (Netflix, Amazon Prime Video, Hulu) 2021, projected minutes watched

⁴ Source: The NPD Group/NPD BookScan™, U.S., 2021

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