

Trends in the U.S. Kids' Book and Licensing Market

A major component of understanding the kids' book market is having a clear view of the relationships involved in, and the impact of, licensed content generated by streaming video on demand. The licensing market has been evolving away from a tentpole strategy and more toward an evergreen strategy, driven both by content needs and the ever-present nature of kids' content on SVOD platforms. **Here's a closer look ...**

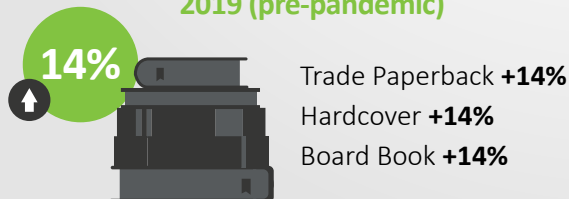
Kids' YTD Sales Trend



Sales through July were up 14%
over 2019's pre-pandemic benchmark

Kids' Sales by Print Format

YTD July 2022 vs. same period in
2019 (pre-pandemic)



Kids' Market Driver

Series account for 2 of
every 3 kids' books sold



Top Growth Kids' Licenses

YTD July 2022 vs. same period in 2021



1. Bluey
2. Cocomelon
3. Spider-Man
4. Encanto
5. Marvel

NPD BookScan™ License Reporting is your roadmap for licensing opportunities in the U.S. book market. Use it to gain insight into quarterly performance of the top licensed properties, uncover the highest-growth new entries, and access expert analyst insight and industry context.

Source: The NPD Group/NPD BookScan™, Kids' Fiction and Non-Fiction combined, YTD through July 30, 2022, U.S. print sales only

Learn More

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