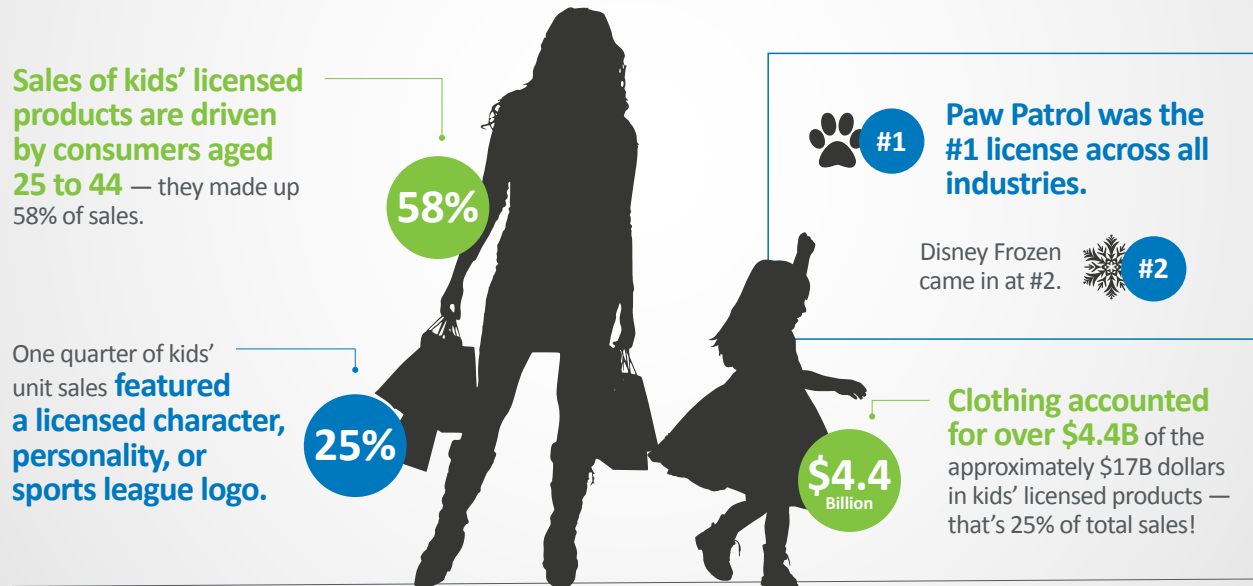


# The Kids' Licensed Products Market: Up Close

Licensees, licensors, and retailers have a strong need to understand licensing performance and opportunity by category. Now it's possible! **Here's a look at insights from our new *U.S. Kids' License Tracker*.**



**NFL was the top license in clothing and sporting goods.** Mickey Mouse took the lead in arts and crafts.



While the majority of licensed product purchases for kids were made in stores, **online dollar sales accounted for more than a third** of kids' licensed products.



**Toys, games, and puzzles** made up 20% of kids' licensed product sales.

The *U.S. Kids' License Tracker* is a consumer tracking service that provides a holistic view of licensed purchases spanning 17 industries. It reveals licenses' share by industry, focusing on purchases made for children up to age 14. It's a new way to uncover cross-industry licensing opportunities.

Source: The NPD Group / *U.S. Kids' License Tracker*, Q4 2017

Get more insights like this. Contact your NPD account representative, call us at 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

