



Understand Kids' Licensed Products Purchasing Behavior

Now you can explore U.S. consumers' purchases of licensed products – going beyond toys – and find out how buying varies by industry. Take the guesswork out of product development and marketing decisions related to licensed products for children up to age 14. **Here's a look at our latest insights.**

#1  **Frozen was #1** (4.2%) when it comes to licenses **across all industries.**

- #2** Paw Patrol (3.8%)
- #3** Mickey and Friends (3.1%)

Paw Patrol was the #1 license in toys, but # 8 in apps. **27% of all licensed products were purchased online;** 7% were purchased from an app. Video games had the highest percentage of online sales.



17% 

Despite the fact that this study captured holiday purchase behavior, we saw that 17% of all the license products were purchased for birthdays. **More than 20% of licensed footwear and fashion accessories purchases were made for a child's birthday.**

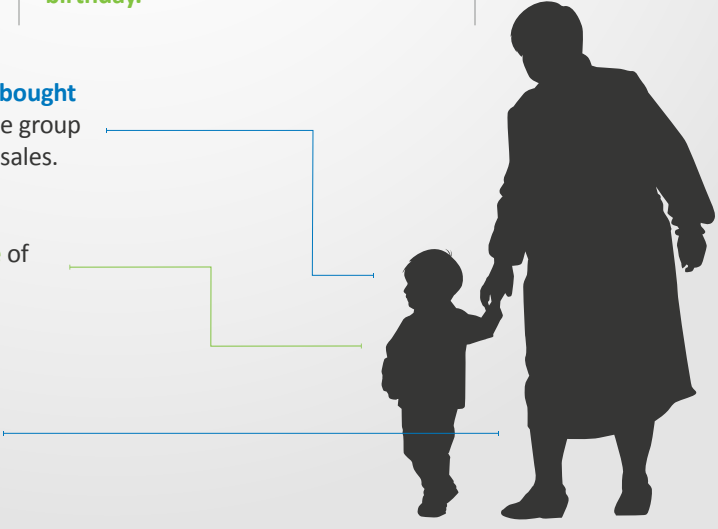
52% 

52% of all licensed product purchases **were driven by the child's request.**

29% 29% of all **licensed products were bought for kids ages 3 to 5**, making this age group the primary driver of licensed unit sales.

33% **Apparel had the largest unit share** of licensed products at 33%.

14% 14% of all licensed products were **purchased by grandparents.**



Get more insights like this in the just-released **U.S. Kids' License Report**. It's your new source for data and insights on cross-industry performance of key licenses across 15 industries.

Source: The NPD Group/U.S. Kids' License Report, December 2016 – January 2017

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