

Kids License Monitor: Toy Story, Frozen and Raving Rabbids are Hype

Toy Story is the hype license in the U.K. 54 % of the 4 to 12 year-olds regard this license as No. 1. In France the *Raving Rabbids* (52 %) is the top hype license and in Germany *Frozen* (36 %) ranks highest. These results are taken from the latest wave of the Kids License Monitor.

Nevertheless, there are clear distinctions among the different target groups: *Toy Story* ranks highest among U.K. boys of all ages. Among girls aged 4 to 6 and 7 to 9 *Frozen* is top, the older girls rank *Me to you* highest.

In France the target groups are even more divergent: Among boys the top hype license changes with the age from *Spider-Man* to *Lego Ninjago* to *The Simpsons*. Only the girls are consentaneous: *Frozen* is top.

In Germany *Lego Ninjago* beats all other licenses among boys and while *Disney Princesses* are the hype among little girls *Frozen* is hype among the other girls.

The Kids License Monitor was conducted among 1,222 children aged 4 to 12 years in the U.K., Germany and France. A total of 71 licenses from various categories including TV, toys, and others were analysed in all relevant dimensions. These include the licenses' awareness, appeal, market status, category fit, and ownership of products.


The current issue of the Kids License Monitor is now available. LIMA members are entitled to a substantial discount.

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Kids License Monitor

Online Study in France, Germany, and the UK

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Key Chart

In association with:





Rank 1

