

Kids License Monitor: Minions still outranks competitors

Minions is still the property with the biggest hype factor among kids aged 4-12 years in the U.K., Germany, and France. *Scooby-Doo* ranks second in the U.K., in Germany it is *Ice Age* and *Raving Rabbids* in France. These results are taken from the latest wave of the Kids License Monitor (wave I/2017) which also covers the strongest properties of the waves implemented during the last 6 months.

Age and gender of the target group are important factors when it comes to the winner properties:

British boys aged 4 to 6 years see *Captain America* on top with *Spider-Man* being a close second. Boys at the age of 7 to 9 years favour *Minions* and for those aged 10 to 12 years *Batman vs. Superman* is the winner. The yellow creatures are also the top license of girls aged 7 to 12 years while the younger girls favour *Frozen*.

Among the youngest French boys *Spider-Man* is top while it is *Minions* among boys aged 7 to 12. *Frozen* is the winner among girls aged 4 to 9 and *Minions*, again, among the oldest girls.

Cars has a slim majority on *Minions* among the youngest German boys. *Minions* on the other hand is favoured by German boys aged 7 to 12 who rank *Star Wars* second. German girls up to 9 years see *Frozen* on top while *Minions* is the winner among the oldest girls.

There are also new entries in the British top 10 list: *Shimmer & Shine* among girls 4 to 6, and *Vaiana* among those aged 7 to 9. *Ed Sheeran* ranks second among girls aged 10 to 12 years.

The Kids License Monitor was conducted among 1,274 children aged 4 to 12 years in the U.K., Germany and France. A total of 71 licenses from various categories including TV, toys, cinema, apps, books, music and others were analysed in all relevant dimensions including 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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Source when quoting from the study: "iconkids & youth Kids License Monitor wave I/2017"

Kids License Monitor

Online Study in France, Germany, and the UK

supported by 

Key Chart

In association with:





Rank 1



Rank 2



Rank 3

