

Kids License Monitor: Many licenses sell themselves short

A large portion of the licenses in the market fail to exploit their potential: the popularity of the properties among kids is not reflected in the ownership of merchandising products. These are results of the latest issue of the Kids License Monitor by iconkids & youth.

28% of the British kids like e.g. Alvin & the Chipmunks a lot. However, only 18% own products of this license.

The girls' property Elena of Avalon has 15% fans but only 6% of all kids have got a merchandise of this license at home.

Hotel Transylvania with its fan share of 30% has an ownership rate of 15%, which means that only half of the children who are really into Hotel Transylvania own an article of the property.

And which licenses do exploit their market potential? A good example are the Minions: almost two-thirds of all British children love these characters and even more have got a Minions licensed article at home. This shows that many licenses have not yet reached the end of the line. Toy Story or Frozen are other examples for a very good penetration of merchandising articles.

The Kids License Monitor was conducted among 1, 253 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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