

Kids License Monitor: License Overload in Nurseries

An average child in the UK owns merchandising products of 28 different licenses like Minions or Star Wars. This is a result of the Kids License Monitor, a license study conducted online by the German market research company iconkids & youth in Germany, France and the UK among 3,821 kids aged 4 to 12.

On the one hand, this high number proves that there is, at least for the moment, not the one winner license. Children rather love lots of different properties and also get fascinated by new ones.

The omnipresence of licenses on the other hand shows that merchandising articles provide reassurance to people who give presents to kids: With a merchandising product you cannot go wrong.

For the licensors, however, the big variety of properties means that they have to prevail in a highly competitive and fragmented market.

The results of the Kids License Monitor also show that, compared to other countries, children in the UK own the biggest variety of merchandising products: German children possess licensed articles of 25 different properties on average, while it is 23 among French children.

The most common licenses in UK nurseries are Minions followed by Spider-Man and Toy Story.

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 IV / 2017, I and II / 2018"