Character Merchandising - US - December 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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"As the economy is not in its full swing of recovery since the last recession, patronage at mass merchandisers for character-branded purchases become a compelling option in exchange of value. Retailers are becoming more restrictive with the properties they give shelf space for, causing manufacturers to lean toward a few major properties to ensure return."
— Ika Erwina, Retail and Technology Analyst

This report looks at the following areas:

• Maximizing the effectiveness of character merchandising for kids
• Is there a room in the market for premium character merchandise products?
• What are the core messages when using character merchandising

Character-based merchandise is a sub-set of the larger licensed merchandise market, and while the overall market has been treading water (up 2.1%, 2011-12), sales of character-based goods fell almost 4% over the period. Toys and games dominate the character-based merchandise market, accounting for just under a third of all sales, with no other sector generating more than 10%. Despite what would appear to be a dynamic market, sales of video games/software fell significantly over the same period, however this is likely impacted by consumer waiting on the launch of new consoles in 2013/14.

The dominance of mass merchandisers in this market is likely a contributing fact to lower sales value growth as price has become a major consumer focus even in this post-recession environment.

As retailers increasingly limit the variety of properties that get shelf space, manufacturers may be tempted to restrict themselves to the major properties. However, the Baby Boomer generation may be open to purchase more merchandise from older properties based on nostalgia intended for self or for grandchildren as gifts. Moreover, Blacks are significantly more likely than other race groups to agree that they wish more characters were the same as race/ethnic group as theirs, which could be symptomatic of a lack of meaningful Black characters.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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