

Character Merchandising - US - October 2015

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"After some stagnant years, the character merchandising sector is coming back to life. That's due in part to 2013's *Frozen* heating up the sector. The LEGO Movie also helped spur results, causing LEGO's sales to jump in the first half of 2014 and allowing it to overtake Mattel as the world's largest toymaker."

- Ali Lipson, Category Manager - Retail & Apparel, Technology, Automotive

This report looks at the following areas:

- Robust growth seen as new characters drive interest
- A fairly targeted audience

Still, it's not all good news for the character merchandising sector. Dependence on blockbuster film franchises can lead to complications – like Disney scaling back *X-Men* merchandise, since Fox owns the film rights, or getting caught short when *Frozen* was a runaway success. When it comes to adults, the sector also needs to broaden its base beyond younger men and do more to appeal to women. However, with the emergence of valuable new properties and the prospect of revitalization of established ones on the horizon, the future is looking relatively bright for the sector.

This report builds on Mintel's *Character Merchandising – US, December 2013* as well as *Character Merchandising – US, December 2011*, and *Character Merchandising – US, August 2009*.

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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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