

# IP and Licensed Merchandise - China - December 2020

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

### This report covers the following:

- IP has a very comprehensive definition nowadays. In this Report, IP indicates all images and characters that may arouse consumers' empathy, not just limited to movies, animation or cartoon but also famous persons, TV dramas or art and literature.
- IP licensed merchandise stands for the goods licenced by IP owners and being packaged or designed with obvious IP images and concepts.
- In this Report, Mintel discovers the perception of the IP concept. IP licensed merchandise is examined to see the opportunity in purchasing channels, trigger and attitudes.

Cooperation with Intellectual Property has increasingly become an important marketing and creative means and is used widely in consumer products such as food, beverages, clothing, toys, etc. The cross-border marketing of brand and IP has won the attention of new products. More importantly, this cooperation will win consumers' mental and emotional recognition in this fierce differentiated competition.

The scale of China's IP licensed merchandise market will continue to grow in 2020. Foreign IP types still maintain a strong appeal, but local IP types are also expanding through Guochao, cultural and creative products, games and keep expanding the IP definitions boundary. While China's local IP brands continue to develop in a diversified direction, they also place higher requirements on IP operations.



"With the continuous improvement of consumers' personal identity, the concept of IP has become broader and has become an important image element that highlights personal characteristics in the society. Licensed products related to IP have correspondingly ushered in broader market opportunities."

- Samuel Yi, Category Director

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## Table of Contents

### OVERVIEW

- What you need to know
- Covered in this Report

### EXECUTIVE SUMMARY

- **The market**
- **Impact of COVID-19 on IP and licensed merchandise**  
Figure 1: Short, medium and long-term impact of COVID-19 on IP and licensed merchandise, September 2020
- **Steady growing domestic IP and licensed merchandise**  
Figure 2: Retail sales of IP and licensed merchandise, 2013–20 fore
- **Rising needs in self-identity through IP**
- **IP concept gets more comprehensive**
- **Companies and brands**
- **Top IP owner faces challenge**
- **Local IP urgently needs mature operation**
- **Accelerating cultural and creative IP commercialisation**
- **Highlight the minority culture**  
Figure 3: Huaxizi colour cosmetics with Miao silver crafting, October 2020
- **The consumer**
- **Vivid characters deeply root the IP image**  
Figure 4: IP perception, September 2020
- **Willingness to pay for IP licensed products still needs to be cultivated**  
Figure 5: Favourite IP for licensed products, September 2020
- **Wide collaboration in IP licensed products**  
Figure 6: Purchased IP and licensed products, September 2020
- **Multi-channel strategy is prevailing**  
Figure 7: Channels of purchased IP licensed products or services, September 2020
- **IP images and story are the king**  
Figure 8: Factors for purchasing IP and licensed products, September 2020
- **Chasing IP is not blind obedience, but love**  
Figure 9: Attitudes towards IP and licensed product, September 2020
- **What we think**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## ISSUES AND INSIGHTS

- Immersive experience with IP
- The facts
- The implications
- Strengthen IP commercialisation with local cultural
- The facts
- The implications
- Fun for adults for socialising with IP
- The facts
- The implications

## THE MARKET – WHAT YOU NEED TO KNOW

- Steady growing IP and licensed merchandise market
- Rising needs in self-identity through IP
- IP concept get more comprehensive

## MARKET SIZE

- Growing domestic IP and licensed merchandise  
Figure 10: Retail sales of IP and licensed merchandise, 2013–20 fore

## MARKET FACTORS

- Steady consumer spending power recovery  
Figure 11: National per capita disposable income, Q3 2018–Q3 2020
- Rising needs in self-identity through IP
- COVID-19 impact on IP merchandise via new films published
- Prevailing cultural and creative IP  
Figure 12: China museum count and visitor numbers, 2013–19
- Local IP images get more comprehensive

## KEY PLAYERS – WHAT YOU NEED TO KNOW

- Top IP owner faces challenge
- Local IP urgently needs mature operation
- Accelerating cultural and creative IP commercialisation
- Highlight the minority culture

## KEY PLAYERS PERFORMANCE

- Disney
- China Literature
- Pop Mart
- Alpha Group

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## COMPETITIVE STRATEGIES

- **Deeply cultivate cultural and creative IP**
- **Accelerate the IP commercialisation**
- **IP gamification**
- **Two-dimensional culture and nostalgia jointly drive popularity**

## WHO'S INNOVATING?

- **Highlight the minority culture**  
Figure 13: Huaxizi colour cosmetics with Miao silver crafting, October 2020
- **Beauty with esports**  
Figure 14: MAC Honor of Kings limited lipstick, May 2020
- **Midea electric appliance with Micky Mouse**  
Figure 15: Midea mounted mini washing machine with Disney IP license, January 2020
- **Use milk tea to take a bath**  
Figure 16: Dove shower gel cross-branding with Hey Tea, May 2020
- **Machinery is a romance for males**  
Figure 17: ASUS x Gundam joint computer DIY products, November 2020

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **IP image and story both matters**
- **Popularity of IP and licensed products**
- **Target loyal fans for IP**

## IP PERCEPTION

- **Vivid characters deeply root the IP image**  
Figure 18: IP perception, September 2020
- **Post-90s perceive more IP concept**  
Figure 19: IP perception, by generation, September 2020
- **Females favour comprehensive IP content**  
Figure 20: IP perception, by gender, September 2020
- **Potential in marketing lower-tier consumers with IP**  
Figure 21: IP perception, by city tier, September 2020

## FAVOURITE IP FOR LICENSED PRODUCTS

- **Willingness to pay for IP licensed products still needs to be cultivated**  
Figure 22: Favourite IP for licensed products, September 2020

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 23: Word cloud of favourite IP for licensed products, September 2020

## PURCHASE BEHAVIOURS OF IP LICENSED PRODUCTS

- **Wide collaboration in IP licensed products**  
Figure 24: Purchased IP and licensed products, September 2020
- **Experiential IP consumption is promising**  
Figure 25: Selected purchased IP and licensed products, by generation and monthly personal income and family structure, September 2020
- **Females are the majority in consuming IP**  
Figure 26: Selected purchased IP and licensed products, by genders, September 2020
- **Focusing on young people's identity needs**  
Figure 27: Purchased IP and licensed products, by age, September 2020

## PURCHASING CHANNEL OF IP PRODUCTS

- **Multi-channel strategy prevails**  
Figure 28: Channels of purchased IP licensed products or services, September 2020
- **Young people prefer experiential and novel purchase channels**  
Figure 29: Selected channels of purchased IP licensed products or services, by generation, September 2020
- **Females likely buy more in physical stores**  
Figure 30: Channels of purchased IP licensed products or services, by gender, September 2020

## PURCHASING TRIGGER OF IP PRODUCTS

- **IP images and story are king**  
Figure 31: Factors for purchasing IP and licensed products, September 2020
- **Buy and collect**  
Figure 32: Purchasing IP and licensed products for well-known IP and limited edition, by gender and age, September 2020
- **Multiple channel strategy is important**  
Figure 33: Repertoire analysis of channel by purchase trigger, September

## ATTITUDES TOWARDS IP AND LICENSED PRODUCT

- **Chasing IP is not blind obedience, but love**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Attitudes towards IP and licensed product, September 2020

- **Unique IP licensed product is attractive**

Figure 35: Attitudes towards IP and licensed product, September 2020

- **Impress young people with the core of IP**

Figure 36: Attitudes towards IP and licensed product by % of agreeing, by generation, September 2020

- **Potential in prompting premium IP licensed products**

Figure 37: Attitudes towards IP and licensed product by % of agreeing, by monthly household income, September 2020

- **IP licensed products need more consumption scenarios**

Figure 38: Attitudes on IP is too commercial, by perception of IP types, September 2020

### MEET THE MINTROPOLITANS

- **IP needs to resonate with more consumers**

Figure 39: IP perception, by consumer classification, September 2020

- **Big potential in consuming IP licensed merchandise**

Figure 40: Attitudes towards IP and licensed product, by consumer classification, September 2020

### APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.