"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

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.
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 forecast
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

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

**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
IP and Licensed Merchandise - China - December 2020

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

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
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

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APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com
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
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