

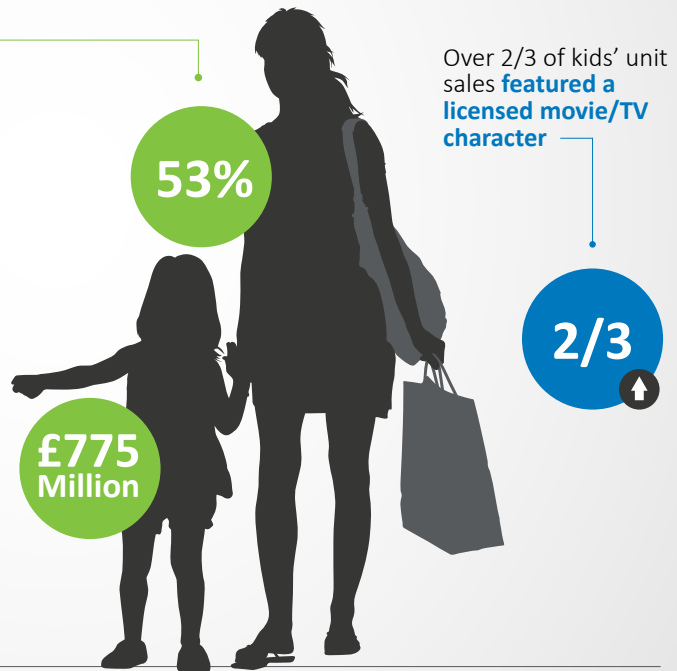
The Kids' Licensed Products Market: Up Close

Licensees, licensors, and retailers have a strong need to understand licensing performance and opportunity by category. Now it's possible! **Here's a look at insights from our *UK Kids' License Tracker*.**

Sales of kids' licensed products are driven by consumers aged 25 to 44 — they accounted for 53% of sales.



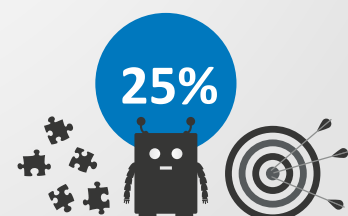
Clothing accounted for over £775M of the approximately £3.9B in kids' licensed products — that's 20% of total sales!



16 licensed products are purchased for kids every second in the UK.



While the majority of licensed product purchases for kids were made in stores, **online value sales accounted for more than 1/3 of kids' licensed products.**



Toys, games, and puzzles made up **25% of kids' licensed product sales.**

The ***UK Kids' License Tracker*** is a consumer tracking service that provides a holistic view of licensed purchases spanning 13 industries. It reveals licenses' share by industry, focusing on purchases made for children up to age 14. It's a new way to uncover cross-industry licensing opportunities.

Source: The NPD Group / UK Kids' License Tracker, FY 2017

To get more insights like this, email Melissa Symonds at melissa.symonds@npd.com.

