



Italian licensing market worth €1.2 billion

Revenues have almost doubled since 2013 according to new survey.

New research into the Italian licensing market has shown that it was worth €1.2 billion in 2015.

Findings from the Italian Licensing Industry Survey 2017 were presented at Bologna Licensing Trade Fair, and highlighted that the sector is enjoying significant growth.

Notably, revenues have almost doubled since 2013 when earnings from royalties reached €680 million.

The research was carried out by PwC in 2016 in collaboration with LIMA.

It was based on a questionnaire sent out in 2015 to 183 Italian companies active in licensing, with 101 responding.

The most dynamic business sector was shown to be fashion, which registered €613.9 million in revenues from royalties (52.8% of the total).

Other important sectors are cartoon characters with earnings of €178.2 million (15.3%); automotive licensing with €101.2 million (8.7%); clothing with €86.4 million (7.4%); and sport with €56.9 million (4.9%).

Of a total of €1.2 billion generated from royalties, the majority originates directly from Italy (€477.6 million, 41.1%), followed by the rest of Europe (€293.7 million, 25.3%); the Far East (€178.1 million, 15.5%); North America (€163.6 million, 14.1%); and South America (€48.5 million, 4.2%).