Kids License Monitor: Minions unbeatable

Minions is still the strongest property among kids aged 4-12 years in the U.K., Germany, and France. *Angry Birds* and *Finding Dory* rank second in the U.K., in Germany it is *Ice Age* and *Spider-Man* in France. These results are taken from the latest wave of the Kids License Monitor (wave IV/2016) which also covers the strongest properties of the waves implemented during the last 6 months.

A closer look reveals distinct differences between the target groups:

The winner license among British boys aged 4 to 6 years is *Spider-Man,* while boys 7 to 9 favour *Minions* and boys aged 10 to 12 years *Batman vs. Superman* with *Minecraft* being a close second. *Minions* is also the top license of girls aged 7 to 12 years.

Spider-Man is top among the youngest French boys. *Minions* outranks all others among boys aged 7 to 12. Girls aged 4 to 9 rank *Frozen* first and among the oldest girls the winner is *Minions,* again.

In Germany the youngest boys are most into *Cars* but *Minions* is a close second. The yellow creatures beat *Star Wars* among the older boys. German girls see *Frozen* and *Minions* on top.

There are two new entries: *Trolls* ranks third among girls 4 to 6 and *Pets* is among the top 10 hype licenses of U.K. girls aged 7 to 12 years.

The Kids License Monitor was conducted among 1,265 children aged 4 to 12 years in the U.K., Germany and France. A total of 71 licenses from various categories including TV, toys, cinema, apps, books, and others were analysed in all relevant dimensions including the licenses' awareness, appeal, market status, category fit, and ownership of products.

The current issue of the Kids License Monitor is now available. LIMA members are entitled to a substantial discount.

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Kids License Monitor
Online Study in France, Germany, and the UK
supported by LIMA

Key Chart

In association with:

Hype Status

	🇬🇧	🇩🇪	🇫🇷
Rank 1	MINIONS	MINIONS	MINIONS
Rank 2	ANGRY BIRDS	ICE AGE	SPIDER-MAN
Rank 3	FINDING DORY	The Jungle Book	RAYMAN RAVING RABBIDS / ICE AGE

Basis UK: n = 423 / Germany: n = 421 / France n = 421 / in %