

Kids License Monitor: Minions are Hype across Europe

The top hype license in the U.K., France, and Germany is *Minions*. Across all three markets, this license left all others far behind. *Spider-Man* is ranked second by British children while it is *Ice Age* among French and German children. These results are taken from the latest wave of the Kids License Monitor (wave IV/2015).

A closer look reveals distinct differences between the target groups:

Among 4 to 6 year old British boys both, *Minions* and *Spider-Man* are the top hype licenses. 7 to 9 and 10 to 12 year old boys rank *Spider-Man* highest. 4 to 6 year old girls see *Disney Princess* on top while it is *Minions* for the older girls.

Boys aged 7 to 9 rank *Angry Birds* and *LEGO Ninjago* highest. *The Simpsons* is a clear winner among the British 10 to 12 year old boys while girls of this age group prefer licenses such as *Frozen*, *Inside Out* or *Pitch Perfect*.

In Germany the hype licenses among boys change from *Minions* to *Spider-Man* to *Dragons*. German girls aged 4 to 6 see *Princess Lillifee* and *Disney Princess* on top. 7 to 9 year old girls cannot decide between *Minions*, *Disney Princess* and *Monster High*. *Minions*, however, is clearly top among the oldest German girls.

Spider-Man is the top hype license among French boys aged up to 9. Older boys put *Minions* and *Spider-Man* equally on top. The girls' hype licenses change with the age from *Disney Princess* to *Frozen* to *Minions*.

The Kids License Monitor was conducted among 1,271 children aged 4 to 12 years in the U.K., Germany and France. A total of 70 licenses from various categories including TV, toys, cinema, apps and others were analysed in all relevant dimensions. These include 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

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Key Chart

In association with:





Rank 1



Rank 2

