

Kids License Monitor: Minions still strongest property

Minions still outrank all other licenses among kids aged 4-12 years in the U.K., Germany, and France. *Angry Birds* comes second in the U.K., while 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 III/2016).

A closer look reveals distinct differences between the target groups:

The winner license among British boys aged 4 to 9 years is *Spider-Man* and *Batman* vs. *Superman* among boys aged 10 to 12. *Minions* ranks second or third among boys but is the winner among girls aged 7 to 12.

Spider-Man is top among French boys of all age groups. Girls aged 4 to 9 rank *Frozen* first and the oldest girls *Minions*.

In Germany *Cars* wins over the youngest boys while *Star Wars* is the winner among boys aged 7 to 12 years. German girls see the license market like the French ones: *Frozen* and *Minions* make their hearts leap.

There are also new entries: *Finding Dory* ranks third among U.K. kids but is not yet to be found in the German and French top 10. *Captain America* on the other hand is a new entry in the French top 10 list.

The Kids License Monitor was conducted among 1,263 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, sports, apps, books, 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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Source when quoting from the study: "iconkids & youth Kids License Monitor wave III/2016"

Kids License Monitor

Online Study in France, Germany, and the UK

supported by 

Key Chart

In association with:



LICENSINGPRESS

TOTAL
LICENSING

das spielzeug



				
Rank 1				
Rank 2				
Rank 3				
				

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