



THE INSIGHTS FAMILY RELEASE INAUGURAL LICENSING REPORT IN ASSOCIATION WITH LICENSING INTERNATIONAL

The Insights Family - the global leader in kids, parents, and family market intelligence has launched its inaugural Licensing Report at Brand Licensing Europe. The report - in association with Licensing International - identifies some of the key trends that The Insights Family is seeing in its Kids Insights and Parents Insights data across the 22 markets that it serves. The report also includes expert commentary from industry professionals who share their opinions as to the opportunities and challenges that they see results from these trends.

Nick Richardson, Founder of The Insights Family comments,

“We are the only company in the world to have continually collected data on the attitudes, behaviour, and consumption of kids, parents, and families pre, during, and post-pandemic. We have seen how the pandemic has sped up some trends, as well as created new trends. Some of the trends which our report touches on are how this next generation has higher expectations when it comes to brands having purpose and enabling them to personalise and express themselves. In addition to this, it also covers how we are seeing them responding to a sprawling digital ecosystem in the form of Web3, metaverse and NFTs”

Licensing International - the trade association which has been at the centre of the multi-billion-dollar brand licensing industry for 35 years - also believes that it is increasingly important for all industry stakeholders to have access to reliable and up-to-date data, research and insights.

Elizabeth Foster, Director of Content & Communications adds,

“As the trend timeline continues to compress and families are focused on the constant emergence of new technologies and innovations, it is crucial for the global licensing industry to stay informed. Having the most in-depth and up-to-date data allows brand owners and their partners to take full advantage of the incredible opportunities that exist in licensing right now.”

The Free to download report features contributions from: Albie Hecht – Chief Content Officer, pocket.watch, Danielle Davies – Former VP of Kids Content Partnerships & Revenue, Discovery, Daryl Newlands – Head of Brands & Marketing, Finsbury Foods, Elizabeth Foster - Director of Content and Communications, Licensing International, Jo Redfern - Global Head of Brand, 24 Watts, Ken Faier - CEO, Epic Story Media, Martin Brochstein - Former Senior VP, Licensing International, Matt Roberts - Research and Insight Director, Formula E, Rachel Bardill - Executive Editor Labs, CBeebies Apps, Web & Games, BBC Children’s Digital, and Robyn Cowling - Head of Strategic Partnerships, Asgard Media.

To download the report, visit: <https://get.theinsightsfamily.com/licensing2022/>

