

No. 02, 2Pró Comunicação, February 2023, São Paulo-Brazil

## The universe of Brand Lovers. How product licensing has proven to be relevant to the Children's retail market

**Far beyond the big players. With a turnover of 22 billion by 2022 and a growth of 5% compared to 2021, the licensing market is also opening up to small and medium-sized companies**

Who has never looked enthusiastically at a shop window, cast the first stone. From children to adults, brands have already understood that being associated with a personality, a character, or a superhero has been the recipe for success.

Desire is the premise that moves billions of reais in Brazil. In 2022, the licensing market invoiced R\$22 billion and pointed out a growth of 5% in relation to the year 2021. In 2020 and 2021, years of greater impact from the Covid-19 pandemic, the billing remained at 21 billion Reais.

These figures point to the reflection of consumer demand for products and services that materialize the attributes of brands and characters. It is the possibility to experience a lifestyle. Whether through an outfit, a sneaker, a backpack, or an accessory, the children's market supplies the aspirational desire of the consumer, who is increasingly gaining the status of a fan. With the exponential growth of pop culture, "the consumer takes on the brand or character for themselves, turning the properties into what we call brand lovers. It's really a lifestyle, a way of positioning oneself in the social context", explains Marici Ferreira, CEO of EP Grupo and President of the Brazilian Licensing Association (Abral).

From the industry side, this is a very interesting marketing strategy, and fairs such as FIT 0/16 and PUERI EXPO are true conductors for the connection of these fans with retailers. Koelnmesse Brasil, organizer of the events, expects to bring together more than 300 exhibiting brands, with major players in the fashion and childcare market, such as Dican, Diesel, Dorel, DKNY, Cajovil, Petit Pelicano, Tempo de Criança, Up Box, Baby Pil, NEWELL Brands, Brasgroup Baby, Buba, Kuka, Motorola, Pais & Filhos, Unitoy, among others.

"The fairs are extremely important events, precisely because they are in tune with the market trends in technologies and tools that need to be scrutinized by professionals in the sector. In 30 years of FIT 0/16 in partnership with the 6th edition of Pueri Expo, we can say that we have seen the licensing market establish itself and grow in the children and youth sector, as well as we are actively collaborating, and every year, with specialized content on the subject within the comprehensive schedule of lectures, workshops, consultancies, in addition to the promising business rounds. Our goal is that the fairs continue to be a true showcase for market directions,



**FIT 0/16**  
Feira Internacional do  
Setor infantojuvenil e  
Bebê  
24.04.-26.04.2023  
[www.fit016.com.br](http://www.fit016.com.br)

**Pueri Expo**  
Feira Internacional de  
Negócios em  
Puericultura  
25.05.-28.05.2022  
[www.pueriexpo.com.br](http://www.pueriexpo.com.br)

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as in the case of licensed products," explains Jonathan Tadayuki, Project Manager of Koelnmesse Brazil.

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Having a range of licensed products in your catalog, increases brand recognition and brings the brand closer to its target audience, gives more visibility to the product, differentiates itself in relation to competitors and brings more profitability through higher margins by the strength of the brand. According to Abral, a licensed product sells up to 25% more than a similar unlicensed item. Besides the increase in sales, licensing facilitates the entry into distribution channels and strengthens the company's position in the market.

The children's niche is the most representative within the licensing sector, even with the growth of the kidult segment, or "adult children", in recent years. And for those who think that the ranking is dominated by toys, that is a mistake. According to Abral, the first place is the apparel sector, followed by stationery, with toys in third place.

The movement that increasingly strengthens this focus on developing lines and experiences designed for children and young people is due in large part to the entertainment industry that, through streamings, games, and apps, offers countless business opportunities for companies interested in investing in this valuable marketing tool.

#### **Licensing also for small and medium companies**

Today, having a licensed line of products is not a privilege of big players in the market. The speed and the offer of content have transformed the steps and processes that involve the licensing of a brand or character. Pandemic has further accelerated this need with more flexible contracts and opened up opportunities for companies of all sizes.

As an incentive for such investment, the Brazilian Textile Retail Association has the ABVTEX Program, an initiative for the socio-environmental development and monitoring of the Brazilian production chain that has the recognition of authorities, organizations, workers and consumers. Today, large international brands approve the ABVTEX protocol for those interested in their merchandising and licensing certifications. With this, the supplying companies will be able, with a single audit and a single protocol, to apply for the certification of these brands, optimizing human, financial and time resources.

#### **Licensing Trend**

Performed by 50 agents and licensors, the result of this work - which unites companies with brands and characters through the right of use - is 500 licensed companies in Brazil.

And when the subject is the future of licensing, Marici points out that collabs (that is, the union of two brands for short-term partnerships with the objective of mutual strengthening) have gained strength in the last two years. "Games are also on the rise for the children's audience, as well as superheroes with planned movie premieres. But the trend goes beyond the characters, the brands that invest in sustainability and inclusion are also increasingly desired by consumers," explains the specialist.

Registration for tenant visitors to the children's sector is free and must be done in advance at the following address:

<https://www.euvou.net.br/FIT016EPUERIEXPO2023/home>

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FIT 0/16 Partners: ONG Florescer, Floradas, ONG Cerzindo, Associação Brasileira do Varejo Têxtil (ABVTEX), Sindicato das Indústrias do Calçado e Vestuário de Birigui (SINBI), Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System, ABIT, SEBRAE, AMPE GASPAR and FAPESC.

Pueri Expo's partners: Floradas, Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System,, Talu Concept, Compare Baby, EP Grupo.

**Service:**

**FIT 0/16 and Pueri Expo**

**Date: April 24th to 26th, 2023**

**Schedule: 10am to 7pm**

**Venue: Expo Center Norte - Red Pavilion**

**Address: Rua José Bernardo Pinto, 333 - Vila Guilherme, São Paulo, Brazil**

**Accreditation: <https://www.euvou.net.br/FIT016EPUERIEXPO2023/compra>**

*Free transfer:*

*Metrô Tietê - Rua Marechal Odylio Denys, 138 - Metrô Tietê, São Paulo - SP, 02010-000*

*Downtown - Hotel Normandie - Av. Ipiranga, 1187 - Downtown São Paulo*

*About FIT 0/16*

*The FIT 0/16 Fair is the main fashion fair for the children's sector in Latin America. With fashion and clothing trends for babies, children and teenagers up to 16 years old, as well as layette, furniture, decoration and much more, the fair, aimed only at shopkeepers from all over the country, has attractions such as fashion shows, lectures, stands, trend forums and consultancies.*

*About Pueri Expo*

*Pueri Expo will be held simultaneously, the only and exclusive fair focused on the child care sector in Brazil, which develops products dedicated to the well-being, health and safety of babies. The fair will bring together exhibitors focused on light and heavy childcare, with various innovations in the market, including car seats, feeding seats, baby carriers, layette, toys, safety products, furniture, decoration, hygiene and baby care, in addition to a grid of more than 160 hours of attractions.*

**About Koelnmesse**

**Global Competence in Furniture, Interiors and Design:** Koelnmesse is the world's largest trade fair organizer in the areas of furniture and lifestyle. In the Cologne fairground, the leading international trade fair imm Cologne, as well as the LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind+Jugend events are among the world's leading industry meetings for their sectors. In recent years,

Koelnmesse has added international trade fairs in the most important and rapidly expanding markets to its portfolio. These include idd Shanghai, interzum Guangzhou in Guangzhou, and Pueri Expo in São Paulo. With ambista, the online portal for interior business, Koelnmesse offers direct access to products, contacts, expertise, and events relevant to the industry throughout the year.

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#### Note to editors

Photos from FIT 0/16 and Pueri Expo are available for download at

<https://www.fit016.com.br/galeria-de-fotos/>

<https://www.pueriexpo.com.br/galeria-de-fotos/>

Videos of FIT 0/16 and Pueri Expo are available for access on the sites

<https://www.fit016.com.br/galeria-de-videos/>

<https://www.pueriexpo.com.br/galeria-de-videos/>

#### FIT 0/16 and Pueri Expo on social networks:

Facebook: [www.facebook.com/feirafit016](http://www.facebook.com/feirafit016) |

<https://www.facebook.com/pueriexpo/>

Instagram: [www.instagram.com/feira\\_fit016](http://www.instagram.com/feira_fit016) | [www.instagram.com/pueriexpo](http://www.instagram.com/pueriexpo)

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YouTube: <https://www.youtube.com/channel/UCwINoAN6brd-LdlaLXX3DMw>

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