



Disney CONSUMER PRODUCTS

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Disney Consumer Products

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Disney Consumer Products is the division of **Disney Experiences** dedicated to bringing the magic of Disney storytelling into the daily lives of families and fans around the globe. Through creativity and innovation, **the consumer products division delivers a wide range of products across various retail experiences that inspire, captivate and connect people of all ages.**

Whether it's toys, t-shirts, apps, books, games or more, **Disney Consumer Products offers something for everyone**—creating happiness by bringing iconic brands and characters to life, from timeless classics to exciting new favorites.

The consumer products team's **success is built on collaboration** between world-class teams of product designers, licensing and retail experts, artists, storytellers and technologists, all working together to inspire imaginations worldwide.

DISNEY CONSUMER PRODUCTS FUN FACTS

- Disney is the world's largest licensor, generating \$62B in annual retail sales in 2024.
- Disney has nine video game franchises that have each surpassed \$1B in sales.
- Disney is the leading children's publishing brand, creating original stories that fuel the content pipeline for the company like *Percy Jackson*.





DISNEY CONSUMER PRODUCTS OVERVIEW

GLOBAL LICENSED PRODUCTS

Disney collaborates with brands globally to create cross-category products that bring Disney, Pixar, Marvel, National Geographic, Lucasfilm and 20th Century Studios to life—connecting fans with their favorite stories and characters in new and exciting ways.

- Disney is the No. 1 licensor of consumer products in the U.S., with about 530 North American licensee companies touching every product category.
- Disney products are sold in more than 180 countries.
- Disney offers products in over 100 categories.
- The RealFX Disney Stitch Puppetronic (WOW Stuff!)—a cuddly animatronic puppet based on the popular alien character—won both “Toy of the Year” and “Tech Toy of the Year” at the Toy Foundation’s 2025 Toy of the Year® Awards.
- To date, Disney has won a total of 45 Toy of the Year® Awards.

DISNEY RETAIL

Disney has a retail footprint that includes the global Disney Store e-commerce platform and shopping experiences in Disney Parks, stores, outlet locations and third-party retailers around the world.

- The retail product team creates merchandise sold at 310 shopping locations across Disney Parks & Resorts in the U.S. and on Disney Cruise Line ships.
- The retail product team develops exclusive products for two U.S. sites, including six theme parks, 26 resorts, three off-site resorts, six cruise ships, and two island destinations—resulting in thousands of unique items each year.
- In 2024, Disney sold enough bubble wands to supply every resident of Austin, Texas.



DISNEY GAMES & DIGITAL ENTERTAINMENT

Disney is the leading game licensor globally, working with best-in-class developers and publishers to create original stories through fan-favorite games inspired by the worlds of Disney, Pixar, Marvel, Lucasfilm and 20th Century Studios.

- Disney’s licensed titles include award-winning games and franchises enjoyed by millions worldwide, such as *Disney TSUM TSUM*, *Kingdom Hearts*, *Marvel’s Spider-Man*, *Marvel Rivals*, *STAR WARS™ Jedi*, *Indiana Jones and the Great Circle* and many more.
- In 2024, at the 27th Annual D.I.C.E. Awards, Disney-licensed titles received 14 total nominations, with *Marvel’s Spider-Man 2* winning six awards, including Action Game of the Year.
- In 2025, at the 28th Annual D.I.C.E. Awards, Disney-licensed titles received 10 total nominations, with three wins for *Indiana Jones and the Great Circle*, including Adventure Game of the Year.



- In the US, *Marvel's Spider-Man* is the best-selling superhero game ever, with the franchise surpassing 50 million units sold globally.
- Disney and Epic Games are teaming up to create an all-new games and entertainment universe, expanding the reach of beloved Disney stories and experiences.

DISNEY PUBLISHING

Disney Publishing is home to many of the largest publishing brands across books, comics, magazines and digital experiences, creating and publishing in-house and through a licensing structure in 100 countries in 40 languages.

- The *Percy Jackson* series has spent more than 15 years on the *New York Times* Best-Seller list, selling millions of copies worldwide in 46 languages and was adapted into a hit Disney+ series.
- In fiscal year 2025, Disney Publishing had 16 *New York Times* bestsellers.
- Disney and WEBTOON announced the development of an all-new digital comics platform that will feature current comic book runs and include decades of past comics from across Disney's portfolio including Marvel, *Star Wars*™, 20th Century Studios and more.
- Disney Publishing explores fresh, inclusive formats for storytelling: the award-winning *Greeking Out* podcast, which topped charts in multiple countries, surpassed 50 million downloads and inspired a *New York Times* best-selling book series, and the *Frozen: Forces of Nature* podcast, co-created with Walt Disney Animation Studios, earning nearly four million downloads to date and named "Best Podcast in Kids Programming" at the 2025 Kidscreen Awards.



OUR SOCIAL IMPACT

CREATING HAPPINESS FOR CHILDREN & FAMILIES WHEN IT'S NEEDED MOST

Through collaborations with nonprofit organizations and contributions—including financial support, product donations, and employee volunteer efforts—Disney brings its unique resources to create positive, meaningful and measurable impact in communities around the world. Programs include support for life-changing wishes, our children's hospitals initiative and product donations for kids in need, as well as veteran and military families.

- Disney has donated millions of products to non-profits, including 90+ million books for educators, students in low-income communities, and military families.
- Since 1980, Disney and Make-A-Wish have granted over 170,000 wishes for children with critical illnesses worldwide, with Disney-themed products adding extra magic for wish kids and their families.
- Through the company's children's hospitals initiative, in 2024, Disney donated over 155,000 products including toys, books, and costumes, bringing moments of delight and comfort to young patients in more than 760 children's hospitals and pediatric facilities in the U.S. and Canada.