## Average Royalty Rates 2024

Product Category	Art	t	Cele	ority	Entertai	nment	Colle	giate
	Average	Range	Average	Range	Average	Range	Average	Range
Cosmetics, Perfume	8.0%	4-10%	9.0%	5-12%	8.0%	5-10%	12.5%	8-16%
Pharmaceuticals	N/A	NA	9.0%	5-10%	6.0%	5-9%	N/A	N/A
Metal Goods	5.0%	3-6%	10.0%	10-11%	11.0%	7-16%	10.0%	8-15%
Electronics, Software	4.8%	3-6%	10.0%	1-12%	9.0%	2-16%	12.5%	8-15%
Jewelry	5.0%	3-9%	10.0%	5-14%	11.0%	7-16%	10.0%	6-12%
Gifts	6.5%	4-9%	10.0%	6-12%	10.0%	7-16%	9.0%	7-14%
Stationery & Publishing	6.0%	3-10%	10.0%	5-10%	11.0%	7-16%	12.5%	8-15%
Leather Goods	5.0%	3-5.5%	10.0%	10-11%	11.0%	11-14%	10.0%	8-18%
Housewares, Bedding	4.5%	3-6%	9.0%	4-10%	11.0%	7-16%	10.0%	7-18%
Apparel	6.0%	3-10%	18.0%	16-20%	12.0%	7-16%	14.0%	8-18%
Toys, Sporting Goods	5.0%	3-6%	9.5%	5-10%	11.0%	8-16%	12.5%	8-15%
Foods	2.5%	1-4%	3.0%	2-4%	4.0%	3 - 8%	2.5%	3-10%
Non-Alcoholic Beverages	3.0%	2-4%	4.0%	1-9%	3.5%	2-5%	4.0%	2-6%
Alcoholic Beverages	5.5%	4-7%	5.0%	1-10%	4.0%	1-4%	8.0%	6-10%
Product Category	Corpor	rate	Fash	ion		ents	Sports	S
Product Category	Corpor Average	rate Range	Fash Average	ion Ramge	Eve Average	ents Range	Sports Average	Range
Product Category  Cosmetics, Perfume								
	Average	Range	Average	Ramge	Average	Range	Average	Range
Cosmetics, Perfume	Average 7.0%	Range 5-8%	Average 7.0%	<b>Ramge</b> 5-10%	Average 8.5%	<b>Range</b> 5-10%	Average 7.0%	Range 4-7%
Cosmetics, Perfume  Pharmaceuticals	7.0% 5.0%	5-8% 5-8%	7.0% 5.5%	5-10% 4-7%	8.5% 4.5%	5-10% 3-6%	7.0% 10.0%	Range 4-7% 8-15%
Cosmetics, Perfume  Pharmaceuticals  Metal Goods	7.0% 5.0% 9.0%	5-8% 5-8% 5-12%	7.0% 5.5% 6.5%	5-10% 4-7% 4-10%	8.5% 4.5% 10%	8-12%	7.0% 10.0% 11.0%	Range 4-7% 8-15% 10-12%
Cosmetics, Perfume  Pharmaceuticals  Metal Goods  Electronics, Software	7.0% 5.0% 9.0%	5-8% 5-8% 5-12% 3-10%	7.0% 5.5% 6.5% 5.0%	Ramge 5-10% 4-7% 4-10% 4-8%	8.5% 4.5% 10%	8-12%	7.0% 10.0% 11.0% 10.0%	Range 4-7% 8-15% 10-12% 9-16%
Cosmetics, Perfume  Pharmaceuticals  Metal Goods  Electronics, Software  Jewelry	Average 7.0% 5.0% 9.0% 8.0% 9.0%	5-8% 5-8% 5-12% 3-10% 5-12%	7.0% 5.5% 6.5% 5.0% 7.0%	Ramge 5-10% 4-7% 4-10% 4-8% 5-10%	8.5% 4.5% 10% 10%	Range 5-10% 3-6% 8-12% 8-12% 10-14%	7.0% 10.0% 11.0% 10.0% 11.0%	Range 4-7% 8-15% 10-12% 9-16% 10-12%
Cosmetics, Perfume Pharmaceuticals Metal Goods Electronics, Software Jewelry Gifts	Average 7.0% 5.0% 9.0% 8.0% 9.0%	5-8% 5-8% 5-12% 3-10% 5-12% 6-12%	7.0% 5.5% 6.5% 5.0% 7.0% 7.0%	Ramge 5-10% 4-7% 4-10% 4-8% 5-10% 4-9%	8.5% 4.5% 10% 10% 12%	Range 5-10% 3-6% 8-12% 8-12% 10-14% 8-12%	7.0% 10.0% 11.0% 11.0% 11.0%	Range 4-7% 8-15% 10-12% 9-16% 10-12% 10-12%
Cosmetics, Perfume Pharmaceuticals Metal Goods Electronics, Software Jewelry Gifts Stationery & Publishing	Average 7.0% 5.0% 9.0% 8.0% 9.0% 8.0% 9.0%	5-8% 5-8% 5-12% 3-10% 5-12% 6-12% 5-10%	7.0% 5.5% 6.5% 5.0% 7.0% 7.0% 9.0%	Ramge 5-10% 4-7% 4-10% 4-8% 5-10% 4-9% 5-15%	8.5% 4.5% 10% 10% 12% 12%	Range 5-10% 3-6% 8-12% 8-12% 10-14% 8-12%	7.0% 10.0% 11.0% 11.0% 11.0% 11.0% 11.0%	Range 4-7% 8-15% 10-12% 9-16% 10-12% 10-12%
Cosmetics, Perfume Pharmaceuticals Metal Goods Electronics, Software Jewelry Gifts Stationery & Publishing Leather Goods	Average 7.0% 5.0% 9.0% 8.0% 9.0% 8.0% 9.0% 8.0%	8ange 5-8% 5-8% 5-12% 3-10% 5-12% 6-12% 5-10% 6.5-9.5%	7.0% 5.5% 6.5% 5.0% 7.0% 7.0% 9.0% 7.0%	Ramge 5-10% 4-7% 4-10% 4-8% 5-10% 4-9% 5-15% 5-10%	8.5% 4.5% 10% 10% 12% 12% 11%	Range 5-10% 3-6% 8-12% 8-12% 10-14% 10-14% 10-14%	7.0% 10.0% 11.0% 11.0% 11.0% 11.0% 11.0%	Range 4-7% 8-15% 10-12% 9-16% 10-12% 10-12% 10-12%
Cosmetics, Perfume Pharmaceuticals Metal Goods Electronics, Software Jewelry Gifts Stationery & Publishing Leather Goods Housewares, Bedding	Average 7.0% 5.0% 9.0% 8.0% 9.0% 8.0% 9.0% 8.0% 8.0%	8ange 5-8% 5-8% 5-12% 3-10% 5-12% 6-12% 5-10% 6.5-9.5%	7.0% 5.5% 6.5% 5.0% 7.0% 7.0% 9.0% 7.0% 6.0%	Ramge 5-10% 4-7% 4-10% 4-8% 5-10% 4-9% 5-15% 5-10% 4-8%	Average  8.5%  4.5%  10%  10%  12%  12%  11%  12%	Range 5-10% 3-6% 8-12% 8-12% 10-14% 10-14% 10-14%	7.0% 10.0% 11.0% 11.0% 11.0% 11.0% 11.0% 11.0%	Range 4-7% 8-15% 10-12% 9-16% 10-12% 10-12% 10-12% 8-12%
Cosmetics, Perfume  Pharmaceuticals  Metal Goods  Electronics, Software  Jewelry  Gifts  Stationery & Publishing  Leather Goods  Housewares, Bedding  Apparel	Average 7.0% 5.0% 9.0% 8.0% 9.0% 8.0% 9.0% 8.0% 8.0% 8.0%	8ange 5-8% 5-8% 5-12% 3-10% 5-12% 6-12% 6-5-9.5% 6.5-9.5% 6.5-12%	7.0% 5.5% 6.5% 5.0% 7.0% 7.0% 9.0% 7.0% 6.0% 8.5%	Ramge 5-10% 4-7% 4-10% 4-8% 5-10% 4-9% 5-15% 5-10% 4-8% 4-12%	8.5% 4.5% 10% 10% 12% 12% 12% 12% 12% 12%	Range 5-10% 3-6% 8-12% 8-12% 10-14% 10-14% 10-14% 10-14% 10-14%	7.0% 10.0% 11.0% 11.0% 11.0% 11.0% 11.0% 11.0% 12.0%	Range 4-7% 8-15% 10-12% 9-16% 10-12% 10-12% 10-12% 10-12% 8-12% 10-15%
Cosmetics, Perfume  Pharmaceuticals  Metal Goods  Electronics, Software  Jewelry  Gifts  Stationery & Publishing  Leather Goods  Housewares, Bedding  Apparel  Toys, Sporting Goods	Average 7.0% 5.0% 9.0% 8.0% 9.0% 8.0% 9.0% 8.0% 8.0% 8.0%	8ange 5-8% 5-8% 5-12% 3-10% 5-12% 6-12% 6.5-9.5% 6.5-9.5% 5-12%	7.0% 5.5% 6.5% 5.0% 7.0% 7.0% 9.0% 7.0% 6.0% 8.5% 7.0%	Ramge 5-10% 4-7% 4-10% 4-8% 5-10% 4-9% 5-15% 5-10% 4-8% 4-12% 4-10%	Average  8.5%  4.5%  10%  10%  12%  12%  12%  12%  12%  12	Range 5-10% 3-6% 8-12% 8-12% 10-14% 10-14% 10-14% 10-14% 10-14%	7.0% 10.0% 11.0% 11.0% 11.0% 11.0% 11.0% 11.0% 11.0% 11.0%	Range 4-7% 8-15% 10-12% 9-16% 10-12% 10-12% 10-12% 10-12% 8-12% 10-15% 10-12%