

Average Royalty Rates 2024

Product Category	Art		Celebrity		Entertainment		Collegiate	
	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	Corporate		Fashion		Events		Sports	
	Average	Range	Average	Range	Average	Range	Average	Range
Cosmetics, Perfume	7.0%	5-8%	7.0%	5-10%	8.5%	5-10%	7.0%	4-7%
Pharmaceuticals	5.0%	5-8%	5.5%	4-7%	4.5%	3-6%	10.0%	8-15%
Metal Goods	9.0%	5-12%	6.5%	4-10%	10%	8-12%	11.0%	10-12%
Electronics, Software	8.0%	3-10%	5.0%	4-8%	10%	8-12%	10.0%	9-16%
Jewelry	9.0%	5-12%	7.0%	5-10%	12%	10-14%	11.0%	10-12%
Gifts	8.0%	6-12%	7.0%	4 -9%	12%	8-12%	11.0%	10-12%
Stationery & Publishing	9.0%	5-10%	9.0%	5-15%	12%	10-14%	11.0%	10-12%
Leather Goods	8.0%	6.5-9.5%	7.0%	5-10%	11%	10-14%	11.0%	10-12%
Housewares, Bedding	8.0%	6.5-9.5%	6.0%	4-8%	12%	10-14%	10.0%	8-12%
Apparel	8.5%	6.5-12%	8.5%	4-12%	12%	10-14%	12.0%	10-15%
Toys, Sporting Goods	8.0%	5-12%	7.0%	4-10%	12%	10-14%	11.0%	10-12%
Foods	4.0%	4-8%	N/A	N/A	3.0%	3-8%	3.0%	3-8%
Non-Alcoholic Beverages	4.0%	3-7%	2.5%	1-4%	5.0%	3-7%	5.0%	3-6.5%
Alcoholic Beverages	5.0%	3-8%	3.0%	1-5%	8.5%	7-10%	6.0%	5-9%

