

# **Manga Comics Market By Genre (Shonen, Shojo, Seinen, Josei, Kodomo, Mecha, Other), By Age Group (Gen Z, Millennials, Gen X and Boomers), By Reader Type (Casual Browsers, Digital Only, Collectors, Others), By Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Bookstores, Online channels, Others): Global Opportunity Analysis and Industry Forecast, 2025-2034**

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## **Abstracts**

The global manga comics market size was valued at \$11,201.3 million in 2024, and is projected to reach \$20,977.0 million by 2034, registering a CAGR of 6.5% from 2025 to 2034.

Manga is a distinctive form of Japanese visual storytelling that blends intricate artwork, expressive characters, and emotionally rich narratives. Originating in Japan, it spans a wide range of genres—from action and romance to historical fiction and science fiction—often exploring themes deeply rooted in Japanese culture, values, and social norms. Its unique visual style, marked by exaggerated facial expressions, panel-based layouts, and typically black-and-white illustrations, offers an immersive experience that resonates with readers of all ages.

Manga, which originated in Japan, has now become a global storytelling format. With the increasing interest in anime, Japanese language, music, fashion, and food, manga has emerged as a key part of cultural exploration. Anime series adapted from manga, such as *Naruto*, *Demon Slayer*, and *One Piece*, have introduced millions of viewers worldwide to Japanese-style storytelling.

The growing presence of Japanese pop culture in school clubs, universities, and local reading groups has contributed to a rising interest in manga among students and young adults. In response to this trend, Japanese publishers and licensing companies have increasingly expanded their efforts to promote manga in international markets. Manga are debuting with an integrated strategy, launching alongside anime, games, or live-action adaptations. Simultaneous multilingual releases (including English) are now common, catering to global audiences. Japan's top-selling titles include One Piece, Kaiju No. 8, Dandadan, The Apothecary Diaries, and Frieren. In North America, Jujutsu Kaisen, One Piece, Blue Lock, Dandadan, and Chainsaw Man are leading, driven by anime tie-ins and social media virality.

Moreover, there is a growing trend toward combining elements from sci-fi, romance, horror, sports, and slice-of-life, thereby creating unique, hybrid narratives. In addition, sports-centric manga like Blue Lock and dark fantasy hits such as Chainsaw Man are surging in popularity, especially when paired with anime releases. Self-published and web-based manga are gaining traction through platforms and social media, offering fresh voices and styles. Reader participation, such as voting on story directions, is also emerging. Established franchises coexist with indie and viral newcomers, while creators explore AI tools, direct reader engagement, and broader representation. This is expected to boost the manga comics market globally.

The manga comics market is segmented into genre, age group, reader type, distribution channel, and region. Based on genre, the market is divided into shonen, shojo, seinen, josei, kodomo, mecha, and other. Based on age group, the market is segregated into Gen Z, Millennials, and Gen X and Boomers. Based on reader type, the market is segregated into casual browsers, digital only, collectors, and others. Based on distribution channel, the market is classified into supermarkets and hypermarkets, specialty stores, bookstores, online channels, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### **Key Findings:**

By genre, the shonen segment was the highest revenue contributor to the market in 2024.

By age group, the gen Z segment was the highest revenue contributor to the market in 2024.

By reader type, the collector's segment was the highest revenue contributor to the market in 2024.

By distribution channel, specialty stores segment was the largest segment in 2024.

Region-wise, Asia-Pacific was the highest revenue contributor in 2024.

The key players operating in the global manga comics industry include Kodansha Ltd., Shogakukan Co., Ltd., Square Enix Holdings Co., Ltd., Titan Publishing Group Ltd., Shueisha, Inc., Kadokawa Corporation, Dark Horse Comics, Hakusensha, Inc., Yen Press, and Seven Seas Entertainment.

### **Key Benefits For Stakeholders**

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the manga comics market analysis from 2024 to 2034 to identify the prevailing manga comics market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the manga comics market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global manga comics market trends, key players, market segments, application areas, and market growth strategies.

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Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Per Capita Consumption Trends

Product Consumption Analysis

Reimbursement Scenario

SWOT Analysis

Volume Market Size and Forecast

## Key Market Segments By Genre

Shonen

Shojo

Seinen

Josei

Kodomo

Mecha

Other

## By Reader Type

Casual Browsers

Digital Only

Collectors

Others

### By Age Group

Gen Z

Millennials

Gen X and Boomers

### By Distribution Channel

Supermarkets and Hypermarkets

Specialty Stores

Bookstores

Online channels

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

Italy

Spain

UK

Rest of Europe

#### Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

#### LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

## Key Market Players

Kodansha Ltd.

Square Enix Holdings Co., Ltd.

Shueisha, Inc.

Kadokawa Corporation

Shogakukan Co., Ltd.

Titan Publishing Group Ltd.

Hakusensha, Inc.

Dark Horse Comics

Yen Press

Seven Seas Entertainment, LLC

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