

Global Anime Market Size study, by Product Type (T.V, Movie, Video, Internet distribution, Merchandising, Music, Pachinko, Live entertainment), and Regional Forecasts 2021-2027

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Abstracts

Global Anime Market is valued approximately at USD 23.56 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 9.2% over the forecast period 2021-2027.

Anime is a hand-drawn and computer animation for style for comic book and video cartoon animation. The global Anime Market is being driven by increasing sales of anime content across the globe, increasing internet penetration and growing demand for anime video games. Furthermore, the rising popularity and sales of Japanese anime content and rising levels of disposable income will provide new opportunities for the global Anime Market industry. For instance, according to Statista, in year 2017, the sales revenue of animation related live entertainment in Japan stands at USD 42.68 billion and in year 2019, the sales revenue reached USD 57.26 billion. As a result, increase in sales of animation related live streaming videos will serve as a catalyst for the Anime Market industry in the future. However, low budget and shortage of skilled animators may impede market growth over the forecast period of 2021-2027.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key region considered for the regional analysis of global anime market. Japan is home to a majority of animation studios which makes Asia Pacific the leading region across the world in terms of market share. Whereas Middle East is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027 due to increasing creation of anime content, video games and comics, and rising sale of anime merchandise items are also gaining traction in the region.

Major market player included in this report are:

Pierrot Co., Ltd
Production I.G, Inc.
Studio Ghibli, Inc.
Sunrise Inc.
Toei Animation Co., Ltd.
Bones Inc.
Kyoto Animation Co., Ltd.
Madhouse Inc.
Manglobe Inc.
PA works co., Ltd.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

T.V
Movie
Video
Internet distribution
Merchandising
Music
Pachinko
Live entertainment

By Region:

North America
U.S.
Canada
Europe
UK
Germany
France

Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Anime Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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