

Global Anime Merchandising Market Size study & Forecast, by Product (Figurine, Clothing, Books, Board Games and Toys, Posters, Others), by Distribution Channel (Online, Offline) and Regional Analysis, 2023-2030

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Abstracts

Global Anime Merchandising Market is valued at approximately USD 9.14 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 9.4% over the forecast period 2023-2030. The anime merchandising market refers to the global industry focused on the production, distribution, and sale of various merchandise related to anime, including toys, figurines, clothing, accessories, and other collectables, catering to the dedicated fanbase and enthusiasts of anime and manga. The Anime Merchandising Market is being driven by factors such as an increase in anime content viewership on OTT platforms and increasing advancement in virtual reality.

The growing viewership of anime content on these platforms has created a larger fan base and increased demand for merchandise related to popular anime franchise. According to Netflix, in year 2021, there is a 50% increase in the number of households that watched at least one anime as compared to 2019. Furthermore, the anime merchandising market is also boosted by the growing number of conventions dedicated to anime and related fandoms. These conventions, such as AnimeFest, Otakon, Anime Boston, Anime Expo, and FanimeCon, are held across major regions globally. Along with that according to Statista, the global virtual reality market size in 2022, was USD 12 billion and is projected to increase by USD 22 billion by 2025. Thus, the rising number of anime merchandising conventions and increasing viewership of anime and increasing virtual reality market fuel the growth of the market. In addition to rising number of conventions merchandising and increasing penetration of online entertainment platform create lucrative opportunities for the market. However, the counterfeiting and piracy

may hinder the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Anime Merchandising Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 owing to the presence of major anime studios in Japan and the increasing popularity of anime in the region. North America is considered the fastest growing region due to the increasing popularity of anime content and increase of retail stores who sell anime merchandising in multiple areas in the region.

Major market player included in this report are:

Studio Ghibli, Inc.

Bandai Namco Filmworks Inc.

Crunchyroll (Sony Pictures Entertainment Inc.)

Good Smile Company, Inc.

Sentai Holdings, LLC (AMC Networks)

Ufotable Inc.

Alter Co., Ltd.

BANDAI SPIRITS CO., LTD.

Bioworld Merchandising, Inc.

Stronger Co., Ltd.

Recent Developments in the Market:

In February 2023, Good Smile Company, Inc. introduced a new Nendoroid figurine of Hitori Gotou from the Bocchi the Rock series, even prior to the announcement of the series' second season. This figurine stands out with its additional accessories tailored to the character, which are expected to contribute to the expansion of the market.

Global Anime Merchandising Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

- Figurine
- Clothing
- Books
- Board Games and Toys
- Posters
- Others

By Distribution Channel:

- Online
- Offline

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1. Anime Merchandising Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2. Anime Merchandising Market, by Product, 2020-2030 (USD Billion)
 - 1.2.3. Anime Merchandising Market, by Distribution Channel, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL ANIME MERCHANDISING MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL ANIME MERCHANDISING MARKET DYNAMICS

- 3.1. Anime Merchandising Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing anime content viewership on OTT platforms
 - 3.1.1.2. Increasing advancement in virtual reality
 - 3.1.2. Market Challenges
 - 3.1.2.1. Counterfeiting and Piracy
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising number of conventions
 - 3.1.3.2. Increasing penetration of online entrainment platform

CHAPTER 4. GLOBAL ANIME MERCHANDISING MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL ANIME MERCHANDISING MARKET, BY PRODUCT

- 5.1. Market Snapshot
- 5.2. Global Anime Merchandising Market by Product, Performance - Potential Analysis
- 5.3. Global Anime Merchandising Market Estimates & Forecasts by Product 2020-2030 (USD Billion)
- 5.4. Anime Merchandising Market , Sub Segment Analysis
 - 5.4.1. Figurine
 - 5.4.2. Clothing
 - 5.4.3. Books
 - 5.4.4. Board Games and Toys
 - 5.4.5. Posters
 - 5.4.6. Others

CHAPTER 6. GLOBAL ANIME MERCHANDISING MARKET, BY DISTRIBUTION CHANNEL

- 6.1. Market Snapshot
- 6.2. Global Anime Merchandising Market by Distribution Channel, Performance - Potential Analysis

6.3. Global Anime Merchandising Market Estimates & Forecasts by Distribution Channel 2020-2030 (USD Billion)

6.4. Anime Merchandising Market , Sub Segment Analysis

6.4.1. Online

6.4.2. Offline

CHAPTER 7. GLOBAL ANIME MERCHANDISING MARKET, REGIONAL ANALYSIS

7.1. Top Leading Countries

7.2. Top Emerging Countries

7.3. Anime Merchandising Market , Regional Market Snapshot

7.4. North America Anime Merchandising Market

7.4.1. U.S. Anime Merchandising Market

7.4.1.1. Product breakdown estimates & forecasts, 2020-2030

7.4.1.2. Distribution Channel breakdown estimates & forecasts, 2020-2030

7.4.2. Canada Anime Merchandising Market

7.5. Europe Anime Merchandising Market Snapshot

7.5.1. U.K. Anime Merchandising Market

7.5.2. Germany Anime Merchandising Market

7.5.3. France Anime Merchandising Market

7.5.4. Spain Anime Merchandising Market

7.5.5. Italy Anime Merchandising Market

7.5.6. Rest of Europe Anime Merchandising Market

7.6. Asia-Pacific Anime Merchandising Market Snapshot

7.6.1. China Anime Merchandising Market

7.6.2. India Anime Merchandising Market

7.6.3. Japan Anime Merchandising Market

7.6.4. Australia Anime Merchandising Market

7.6.5. South Korea Anime Merchandising Market

7.6.6. Rest of Asia Pacific Anime Merchandising Market

7.7. Latin America Anime Merchandising Market Snapshot

7.7.1. Brazil Anime Merchandising Market

7.7.2. Mexico Anime Merchandising Market

7.8. Middle East & Africa Anime Merchandising Market

7.8.1. Saudi Arabia Anime Merchandising Market

7.8.2. South Africa Anime Merchandising Market

7.8.3. Rest of Middle East & Africa Anime Merchandising Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

8.1. Key Company SWOT Analysis

8.1.1. Company

8.1.2. Company

8.1.3. Company

8.2. Top Market Strategies

8.3. Company Profiles

8.3.1. Studio Ghibli, Inc.

8.3.1.1. Key Information

8.3.1.2. Overview

8.3.1.3. Financial (Subject to Data Availability)

8.3.1.4. Product Summary

8.3.1.5. Recent Developments

8.3.2. Bandai Namco Filmworks Inc.

8.3.3. Crunchyroll (Sony Pictures Entertainment Inc.)

8.3.4. Good Smile Company, Inc.

8.3.5. Sentai Holdings, LLC (AMC Networks)

8.3.6. Ufotable Inc.

8.3.7. Alter Co., Ltd.

8.3.8. BANDAI SPIRITS CO., LTD.

8.3.9. Bioworld Merchandising, Inc.

8.3.10. Stronger Co., Ltd.

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Anime Merchandising Market , report scope

TABLE 2. Global Anime Merchandising Market estimates & forecasts by Region
2020-2030 (USD Billion)

TABLE 3. Global Anime Merchandising Market estimates & forecasts by Product
2020-2030 (USD Billion)

TABLE 4. Global Anime Merchandising Market estimates & forecasts by Distribution
Channel 2020-2030 (USD Billion)

TABLE 5. Global Anime Merchandising Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 6. Global Anime Merchandising Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 7. Global Anime Merchandising Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 8. Global Anime Merchandising Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 9. Global Anime Merchandising Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 10. Global Anime Merchandising Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 11. Global Anime Merchandising Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 12. Global Anime Merchandising Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 13. Global Anime Merchandising Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 14. Global Anime Merchandising Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 15. U.S. Anime Merchandising Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 16. U.S. Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 17. U.S. Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 18. Canada Anime Merchandising Market estimates & forecasts, 2020-2030
(USD Billion)

TABLE 19. Canada Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 20. Canada Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 21. UK Anime Merchandising Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 22. UK Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 23. UK Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 24. Germany Anime Merchandising Market estimates & forecasts, 2020-2030
(USD Billion)

TABLE 25. Germany Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 26. Germany Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 27. France Anime Merchandising Market estimates & forecasts, 2020-2030
(USD Billion)

TABLE 28. France Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 29. France Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 30. Italy Anime Merchandising Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 31. Italy Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 32. Italy Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 33. Spain Anime Merchandising Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 34. Spain Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 35. Spain Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 36. RoE Anime Merchandising Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 37. RoE Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 38. RoE Anime Merchandising Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 39. China Anime Merchandising Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40. China Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41. China Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. India Anime Merchandising Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43. India Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44. India Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. Japan Anime Merchandising Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46. Japan Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47. Japan Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. South Korea Anime Merchandising Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49. South Korea Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50. South Korea Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. Australia Anime Merchandising Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52. Australia Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53. Australia Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. RoAPAC Anime Merchandising Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55. RoAPAC Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56. RoAPAC Anime Merchandising Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. Brazil Anime Merchandising Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 58. Brazil Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 59. Brazil Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 60. Mexico Anime Merchandising Market estimates & forecasts, 2020-2030
(USD Billion)

TABLE 61. Mexico Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 62. Mexico Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 63. RoLA Anime Merchandising Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 64. RoLA Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 65. RoLA Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 66. Saudi Arabia Anime Merchandising Market estimates & forecasts,
2020-2030 (USD Billion)

TABLE 67. South Africa Anime Merchandising Market estimates & forecasts by
segment 2020-2030 (USD Billion)

TABLE 68. RoMEA Anime Merchandising Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 69. List of secondary sources, used in the study of global Anime Merchandising
Market

TABLE 70. List of primary sources, used in the study of global Anime Merchandising
Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures are dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Anime Merchandising Market , research methodology
 - FIG 2. Global Anime Merchandising Market , Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Anime Merchandising Market , key trends 2022
 - FIG 5. Global Anime Merchandising Market , growth prospects 2023-2030
 - FIG 6. Global Anime Merchandising Market , porters 5 force model
 - FIG 7. Global Anime Merchandising Market , pest analysis
 - FIG 8. Global Anime Merchandising Market , value chain analysis
 - FIG 9. Global Anime Merchandising Market by segment, 2020 & 2030 (USD Billion)
 - FIG 10. Global Anime Merchandising Market by segment, 2020 & 2030 (USD Billion)
 - FIG 11. Global Anime Merchandising Market by segment, 2020 & 2030 (USD Billion)
 - FIG 12. Global Anime Merchandising Market by segment, 2020 & 2030 (USD Billion)
 - FIG 13. Global Anime Merchandising Market by segment, 2020 & 2030 (USD Billion)
 - FIG 14. Global Anime Merchandising Market , regional snapshot 2020 & 2030
 - FIG 15. North America Anime Merchandising Market 2020 & 2030 (USD Billion)
 - FIG 16. Europe Anime Merchandising Market 2020 & 2030 (USD Billion)
 - FIG 17. Asia pacific Anime Merchandising Market 2020 & 2030 (USD Billion)
 - FIG 18. Latin America Anime Merchandising Market 2020 & 2030 (USD Billion)
 - FIG 19. Middle East & Africa Anime Merchandising Market 2020 & 2030 (USD Billion)
- List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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