

# **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 whose 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

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