

Global Anime Movies and TV Shows Market Size Study by Type and Genre and Regional Forecasts 2025-2035

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Abstracts

The Global Anime Movies and TV Shows Market is valued at approximately USD 13.94 billion in 2024 and is poised to grow at a remarkable CAGR of 11.70% during the forecast period from 2025 to 2035. Anime—once a niche segment—has grown into a global entertainment force, captivating audiences across geographies and demographics. What was once a subculture rooted in Japanese storytelling has now evolved into a transnational phenomenon fueled by streaming platforms, fan-driven communities, and cross-border content licensing. The accessibility of anime content through digital distribution and global streaming deals has significantly enhanced viewership worldwide, particularly among Gen Z and millennial audiences craving diverse narratives, stylized visuals, and emotionally resonant arcs.

The explosive rise of digital platforms has redefined how anime content is produced, distributed, and monetized. TV shows and movies alike are now being released in simulcast formats, with subtitles or dubs in dozens of languages—reaching fans in real-time. Streaming services such as Netflix, Crunchyroll, Amazon Prime Video, and Disney+ have aggressively acquired anime libraries and commissioned original productions, fostering fierce competition and driving unprecedented investments into the anime industry. Genres such as action, adventure, romance, and slice-of-life have emerged as global favorites. Moreover, advancements in animation technology and a growing appetite for 2D storytelling have empowered creators to push boundaries across narrative and aesthetic dimensions.

From a regional standpoint, Asia Pacific remains the heartland of anime, with Japan acting as the epicenter of production and innovation. However, the North American market has rapidly surged in terms of viewership, content acquisition, and merchandise

revenue. The United States, in particular, has witnessed an explosive boom in anime consumption via theatrical releases, conventions, and localized content. Europe, too, has become a key market, driven by France, Germany, and Italy where cultural affinity for Japanese animation continues to grow. Meanwhile, Latin America and the Middle East are emerging as untapped frontiers, with younger populations and rising internet penetration opening new avenues for content expansion and fan engagement.

Major market player included in this report are:

Toei Animation Co., Ltd.

Aniplex Inc.

Studio Ghibli, Inc.

Kyoto Animation Co., Ltd.

Pierrot Co., Ltd.

Sunrise Inc. (Bandai Namco Filmworks)

Production I.G

Bones Inc.

MAPPA Co., Ltd.

Netflix, Inc.

Crunchyroll, LLC

Sony Pictures Entertainment Inc.

Walt Disney Company

Amazon.com, Inc.

TMS Entertainment Co., Ltd.

Global Anime Movies and TV Shows Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

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

Customization Scope - Free report customization (equivalent up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Type:

TV Shows

Movies

By Genre:

Action & Adventure

Romance & Drama

By Platform:

Streaming Platforms

Traditional Broadcasters

Theatrical Releases

DVDs & Blu-ray

By Audience:

Kids

Teens

Adults

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

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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