

Global Manga Market Size study & Forecast, by Content Type (Printed, Digital), by Distribution Channel (Online, Offline), by Genre (Action & Adventure, Sci-Fi & Fantasy, Sports, Romance & Drama, Others), by Gender (Male, Female), by Audience (Children & Kids (Aged below 10 years), Teenagers (Aged between 10 to 16 years), Adults (Aged above 16 years)) and Regional Analysis, 2022-2029

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Abstracts

Global Manga Market is valued approximately USD 10.91 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 16.9% over the forecast period 2022-2029. The development can be attributed to the growing acceptance of graphic reading materials that combine captivating narratives with appealing images. One of the most well-liked Japanese entertainment media among both kids and adults is manga. It has a tremendous cultural impact and has a strong influence on young people. While some manga novels are released every week, others are published in major newspapers as serials. The major driving factors for the market are rising popularity of the comics in youth and rising ecommerce industry.

The income from e-books in the U.S. climbed to about 11.7% in 2020 compared to that in 2019, according to statistics from NPD BookScan published in 2021. A study found that, compared to 2019, the sale of books and periodicals on e-commerce websites in the United States climbed by more than 25.0% in 2020. Due to the fact that many readers prefer to visit brick-and-mortar bookstores where they may interact with other readers about their favorite manga content, the offline distribution category is predicted

to grow at a CAGR of over 5% between 2022 and 2030. However, the lack of awareness of manga stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Manga Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. By 2022, Asia Pacific is anticipated to hold a sizable portion of the market due to the rising popularity of manga in the area. In Japan, manga is regarded as the main form of entertainment. The All Japan Magazine and Book Publisher's and Editor's Association reported in 2020 that the market in Japan grew by more than 8% in 2021 compared to 2020. Similarly, over the forecast period North America is growing with the fastest CAGR due to rising sales of manga in the U.S. greatly increased in 2021 compared to 2020, according to NPD BookScan statistics published in 2021. Additionally, the acceptance of manga is being driven by the rising consumer interest in streaming services and anime material, opening up lucrative commercial potential.

Major market player included in this report are:

Akita Publishing Co., Ltd.
Bilibili Comics Pte. Ltd.
Bungeishunj? Ltd.
GOOD SMILE COMPANY, INC.
Hitotsubashi Group
Houbunsha Co., Ltd.
Kadokawa Corporation
Kodansha LTD.
Nihon Bungeisha Co., Ltd
Seven Seas Entertainment, Inc.

Recent Developments in the Market:

Four novels, including Josee, the Tiger and the Fish, Heroine No More, Gahi-chan!, and Unnamed Memory, were announced by Yen Press in 2022.

Global Manga Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Content Type, Distribution Channel, Genre, Gender, Audience, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 Content Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Content Type:

Printed

Digital

By Distribution Channel:

Offline

Online

By Genre:

Action & Adventure

Sci-Fi & Fantasy

Sports

Romance & Drama

Others

By Gender:

Male

Female

By Audience:

Children & Kids (Aged below 10 years)

Teenagers (Aged between 10 to 16 years)

Adults (Aged above 16 years)

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
 - 1.2.1. Manga Market, by Region, 2019-2029 (USD Billion)
 - 1.2.2. Manga Market, by Content Type, 2019-2029 (USD Billion)
 - 1.2.3. Manga Market, by Distribution Channel, 2019-2029 (USD Billion)
 - 1.2.4. Manga Market, by Genre, 2019-2029 (USD Billion)
 - 1.2.5. Manga Market, by Gender, 2019-2029 (USD Billion)
 - 1.2.6. Manga Market, by Audience, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL MANGA MARKET DEFINITION AND SCOPE

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

CHAPTER 3. GLOBAL MANGA MARKET DYNAMICS

- 3.1. Manga Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing demand for comics
 - 3.1.1.2. Growing demand for graphic reading materials
 - 3.1.2. Market Challenges
 - 3.1.2.1. Lack of awareness for Manga
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising initiatives by the key market players

CHAPTER 4. GLOBAL MANGA 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. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL MANGA MARKET, BY CONTENT TYPE

- 6.1. Market Snapshot
- 6.2. Global Manga Market by Content Type, Performance - Potential Analysis
- 6.3. Global Manga Market Estimates & Forecasts by Content Type 2019-2029 (USD Billion)
- 6.4. Manga Market, Sub Segment Analysis
 - 6.4.1. Printed
 - 6.4.2. Digital

CHAPTER 7. GLOBAL MANGA MARKET, BY DISTRIBUTION CHANNEL

- 7.1. Market Snapshot
- 7.2. Global Manga Market by Distribution Channel, Performance - Potential Analysis
- 7.3. Global Manga Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)
- 7.4. Manga Market, Sub Segment Analysis
 - 7.4.1. Online

7.4.2. Offline

CHAPTER 8. GLOBAL MANGA MARKET, BY GENRE

8.1. Market Snapshot

8.2. Global Manga Market by Genre, Performance - Potential Analysis

8.3. Global Manga Market Estimates & Forecasts by Genre 2019-2029 (USD Billion)

8.4. Manga Market, Sub Segment Analysis

8.4.1. Action & Adventure

8.4.2. Sci-Fi & Fantasy

8.4.3. Sports

8.4.4. Romance & Drama

8.4.5. Others

CHAPTER 9. GLOBAL MANGA MARKET, BY GENDER

9.1. Market Snapshot

9.2. Global Manga Market by Gender, Performance - Potential Analysis

9.3. Global Manga Market Estimates & Forecasts by Gender 2019-2029 (USD Billion)

9.4. Manga Market, Sub Segment Analysis

9.4.1. Male

9.4.2. Female

CHAPTER 10. GLOBAL MANGA MARKET, BY AUDIENCE

10.1. Market Snapshot

10.2. Global Manga Market by Audience, Performance - Potential Analysis

10.3. Global Manga Market Estimates & Forecasts by Audience 2019-2029 (USD Billion)

10.4. Manga Market, Sub Segment Analysis

10.4.1. Children & Kids (Aged below 10 years)

10.4.2. Teenagers (Aged between 10 to 16 years)

10.4.3. Adults (Aged above 16 years)

CHAPTER 11. GLOBAL MANGA MARKET, REGIONAL ANALYSIS

11.1. Manga Market, Regional Market Snapshot

11.2. North America Manga Market

11.2.1. U.S. Manga Market

- 11.2.1.1. Content Type breakdown estimates & forecasts, 2019-2029
- 11.2.1.2. Distribution Channel breakdown estimates & forecasts, 2019-2029
- 11.2.1.3. Genre breakdown estimates & forecasts, 2019-2029
- 11.2.1.4. Gender breakdown estimates & forecasts, 2019-2029
- 11.2.1.5. Audience breakdown estimates & forecasts, 2019-2029
- 11.2.2. Canada Manga Market
- 11.3. Europe Manga Market Snapshot
 - 11.3.1. U.K. Manga Market
 - 11.3.2. Germany Manga Market
 - 11.3.3. France Manga Market
 - 11.3.4. Spain Manga Market
 - 11.3.5. Italy Manga Market
 - 11.3.6. Rest of Europe Manga Market
- 11.4. Asia-Pacific Manga Market Snapshot
 - 11.4.1. China Manga Market
 - 11.4.2. India Manga Market
 - 11.4.3. Japan Manga Market
 - 11.4.4. Australia Manga Market
 - 11.4.5. South Korea Manga Market
 - 11.4.6. Rest of Asia Pacific Manga Market
- 11.5. Latin America Manga Market Snapshot
 - 11.5.1. Brazil Manga Market
 - 11.5.2. Mexico Manga Market
- 11.6. Rest of The World Manga Market

CHAPTER 12. COMPETITIVE INTELLIGENCE

- 12.1. Top Market Strategies
- 12.2. Company Profiles
 - 12.2.1. Akita Publishing Co., Ltd.
 - 12.2.1.1. Key Information
 - 12.2.1.2. Overview
 - 12.2.1.3. Financial (Subject to Data Availability)
 - 12.2.1.4. Product Summary
 - 12.2.1.5. Recent Developments
 - 12.2.2. Bilibili Comics Pte. Ltd.
 - 12.2.3. Bungeishunj?? Ltd.
 - 12.2.4. GOOD SMILE COMPANY, INC.
 - 12.2.5. Hitotsubashi Group

- 12.2.6. Houbunsha Co., Ltd.
- 12.2.7. Kadokawa Corporation
- 12.2.8. Kodansha LTD.
- 12.2.9. Nihon Bungeisha Co., Ltd
- 12.2.10. Seven Seas Entertainment, Inc.

CHAPTER 13. RESEARCH PROCESS

- 13.1. Research Process
 - 13.1.1. Data Mining
 - 13.1.2. Analysis
 - 13.1.3. Market Estimation
 - 13.1.4. Validation
 - 13.1.5. Publishing
- 13.2. Research Attributes
- 13.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Manga Market, report scope

TABLE 2. Global Manga Market estimates & forecasts by Region 2019-2029 (USD Billion)

TABLE 3. Global Manga Market estimates & forecasts by Content Type 2019-2029 (USD Billion)

TABLE 4. Global Manga Market estimates & forecasts by Distribution Channel 2019-2029 (USD Billion)

TABLE 5. Global Manga Market estimates & forecasts by Genre 2019-2029 (USD Billion)

TABLE 6. Global Manga Market estimates & forecasts by Gender 2019-2029 (USD Billion)

TABLE 7. Global Manga Market estimates & forecasts by Audience 2019-2029 (USD Billion)

TABLE 8. Global Manga Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 9. Global Manga Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 10. Global Manga Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 11. Global Manga Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 12. Global Manga Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 13. Global Manga Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 14. Global Manga Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 15. Global Manga Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 16. Global Manga Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 17. Global Manga Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 18. U.S. Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 19. U.S. Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

Billion)

TABLE 20. U.S. Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 21. Canada Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 22. Canada Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 23. Canada Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 24. UK Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 25. UK Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 26. UK Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. Germany Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 28. Germany Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 29. Germany Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. France Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 31. France Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 32. France Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Italy Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 34. Italy Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 35. Italy Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. Spain Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 37. Spain Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 38. Spain Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 39. RoE Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 40. RoE Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. RoE Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 42. China Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 43. China Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. China Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. India Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 46. India Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. India Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. Japan Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 49. Japan Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. Japan Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. South Korea Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 52. South Korea Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. South Korea Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. Australia Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 55. Australia Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. Australia Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. RoAPAC Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 58. RoAPAC Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 59. RoAPAC Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Brazil Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 61. Brazil Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 62. Brazil Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. Mexico Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 64. Mexico Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 65. Mexico Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 66. RoLA Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 67. RoLA Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 68. RoLA Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 69. Row Manga Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 70. Row Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 71. Row Manga Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 72. List of secondary sources, used in the study of global Manga Market

TABLE 73. List of primary sources, used in the study of global Manga Market

TABLE 74. Years considered for the study

TABLE 75. Exchange rates considered

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

List Of Figures

LIST OF FIGURES

- FIG 1. Global Manga Market, research methodology
 - FIG 2. Global Manga Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Manga Market, key trends 2021
 - FIG 5. Global Manga Market, growth prospects 2022-2029
 - FIG 6. Global Manga Market, porters 5 force model
 - FIG 7. Global Manga Market, pest analysis
 - FIG 8. Global Manga Market, value chain analysis
 - FIG 9. Global Manga Market by segment, 2019 & 2029 (USD Billion)
 - FIG 10. Global Manga Market by segment, 2019 & 2029 (USD Billion)
 - FIG 11. Global Manga Market by segment, 2019 & 2029 (USD Billion)
 - FIG 12. Global Manga Market by segment, 2019 & 2029 (USD Billion)
 - FIG 13. Global Manga Market by segment, 2019 & 2029 (USD Billion)
 - FIG 14. Global Manga Market, regional snapshot 2019 & 2029
 - FIG 15. North America Manga Market 2019 & 2029 (USD Billion)
 - FIG 16. Europe Manga Market 2019 & 2029 (USD Billion)
 - FIG 17. Asia pacific Manga Market 2019 & 2029 (USD Billion)
 - FIG 18. Latin America Manga Market 2019 & 2029 (USD Billion)
 - FIG 19. Global Manga Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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