

# **Global Webtoons Market Size study, By Type (Comedy, Action, Sci-Fic, Horror, Romance, Others), By Revenue Model (Subscription Based, Adds bases), By Application (Mobile, Laptop, Tablets, Television), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Webtoons Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Webtoons or webcomics can be defined as an animated cartoon or series of comic strips published online and can be accessed through different devices such as Smartphones, Laptops, and Smart Televisions etc. Unlike traditional comics and newspapers which are read from left to right, webtoons are read top to bottom. The rising penetration of smartphones and e readers worldwide and growing penetration of digital comics as well as strategic initiatives from leading market players are factors that are accelerating the global market demand. For instance, according to Statista – during 2020, the market size of digital comics in Japan was estimated at USD 520 million and the market further increased to USD 3080 million in 2021. Further, as per Statista estimates – during 2020, the global e-reader market was estimated at USD 18.13 million, and it is projected to reach USD 23.12 billion by 2026. Furthermore, leading market players are working towards strategic collaboration and new product launches to leverage the growing adoption of Webtoons. For instance, in August 2021, USA based Warner Bros. Discovery, Inc.'s DC Entertainment collaborated with Webtoon, a subsidiary of South Korean Internet giant Naver to bring DC characters into the world of webcomics. Initially the webcomics would be available in English language only and would be translated into other languages. Moreover, in April 2022, Kakao Entertainment unveiled its Kakao Webtoon service in Indonesia. Through thus new service the

company would offer own new content, highlighting works that are seeing high views in Korea. Also, growing adoption of mobile cellular subscription coupled with increasing internet penetration worldwide are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, a lack of awareness towards webtoons in emerging countries impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Webtoons Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia-Pacific is the leading region across the world in terms of market share owing to the rising popularity of webtoons and presence of leading market players in the region. Whereas, North America is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the thriving growth of e-readers and rising number of collaboration activities between leading market players, would create lucrative growth prospects for the global Webtoons Market across the Asia Pacific region.

Major market players included in this report are:

Nhn Comico Corp  
Sidewalk Group  
Marvel Unlimited  
Naver Webtoon Corp  
Kakao Corp.  
Lezhin Entertainment  
Tappytoon  
Bomtoon  
Daum Webtoon And Company  
Izneo Webtoon

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 Type

Comedy  
Action  
Sci-Fic  
Horror  
Romance  
By Revenue Model  
Subscription Based  
Adds bases  
By Application  
Mobile  
Laptop  
Tablets  
Television  
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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Webtoons 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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