

Global Manga Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Manga, a style of Japanese comic books and graphic novels, has gained significant popularity worldwide for its unique art style and diverse storytelling. The market for Manga is characterized by a wide range of genres catering to various age groups and interests, including but not limited to shonen (targeted at young boys), shojo (targeted at young girls), seinen (targeted at adult men), and josei (targeted at adult women). Manga is often serialized in magazines before being compiled into individual volumes for sale.

As of 2023, the global Manga market size stands at approximately \$6.7 billion. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.8% from 2024 to 2032. Key growth drivers for the Manga market include the increasing popularity of Japanese pop culture globally, the rise of digital platforms for reading Manga, and the growing acceptance of Manga as a form of mainstream entertainment.

One prominent trend in the Manga market is the digitalization of content consumption. With the proliferation of smartphones and tablets, readers are increasingly turning to digital platforms to access Manga. This shift has led to the emergence of online platforms and apps offering a vast library of Manga titles for readers to enjoy anytime, anywhere. For instance, platforms like Crunchyroll and ComiXology have seen significant growth in their Manga reader base.

Another trend shaping the Manga market is the diversification of genres and themes. While traditional genres like action, romance, and fantasy remain popular, there is a growing demand for niche genres such as isekai (parallel world), slice of life, and LGBTQ+ representation in Manga. Publishers are actively expanding their catalog to

cater to a more diverse audience and capture new market segments.

Furthermore, the globalization of Manga has led to an increase in licensed translations of Japanese Manga into various languages, making it more accessible to international audiences. This trend has not only boosted sales but also fostered cultural exchange and appreciation for Japanese storytelling worldwide.

In terms of regional market distribution, Asia-Pacific, particularly Japan, remains the largest market for Manga due to its cultural significance and long-standing history of Manga publication. North America and Europe are also significant markets, driven by a growing fan base and increased availability of translated Manga titles. The dominance of these regions can be attributed to factors such as strong distribution networks, cultural affinity for Japanese pop culture, and robust digital infrastructure supporting Manga consumption.

Despite the overall positive outlook, the Manga market faces challenges such as piracy, which impacts the revenue of creators and publishers. Illegal distribution of Manga through websites and peer-to-peer networks continues to be a concern, affecting the industry's profitability and sustainability. Additionally, the competitive landscape is intensifying with the entry of new players and the need for established publishers to innovate and adapt to changing consumer preferences to maintain market share.

In conclusion, the Manga market presents significant growth opportunities fueled by global demand, digitalization, and genre diversification. To capitalize on these opportunities, stakeholders in the industry should focus on combating piracy, expanding digital offerings, and exploring new genres to attract a broader audience. By addressing key challenges and leveraging market trends, the Manga market is poised for continued expansion and evolution in the coming years.

This report provides a deep insight into the global Manga market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Manga Market, this report introduces in detail the market share, market

performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Manga market in any manner.

Global Manga Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

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.

Shogakukan Inc.

Shueisha Inc.

VIZ

Inc.

Yen Press LLC

Market Segmentation (by Type)

Printed

Digital

Market Segmentation (by Application)

Children and Kids (Aged below 10 years)

Teenagers (Aged between 10 to 16 years)

Adults (Aged above 16 years)

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Manga Market

Overview of the regional outlook of the Manga Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your

marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales

team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Manga Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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