

Global Webtoons Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Webtoons market size will reach 4,582.65 Million USD in 2025 and is projected to reach 6,764.21 Million USD by 2032, with a CAGR of 5.72% (2025-2032). Notably, the China Webtoons market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Webtoons are a form of digital comics or graphic novels that are primarily published and distributed online. Originating in South Korea, webtoons have gained popularity worldwide due to their accessibility and ease of consumption on various digital platforms. Unlike traditional comics, webtoons are formatted to be read vertically, often optimized for viewing on smartphones and other mobile devices. Webtoons cover a wide range of genres, including romance, fantasy, action, comedy, and horror, catering to diverse audiences. Many webtoon platforms offer free access to a vast library of content, while some may offer premium or ad-supported options for readers. Webtoons have become a significant part of the digital entertainment landscape, with many artists and creators gaining recognition and success through their webtoon series.

The major global suppliers of Webtoons include Naver, Kakao, Comico (NHN), KidariStudio, Ridibooks (RID I Corp), Tappytoon, Tencent, Webcomics (SideWalk Group), Mr Blue, Kuaikan, Amazia, IZneo Webtoon, Toomics (Terapin Studios), MangaToon, Manman Manhua, Dongman Entertainment, Bilibili Comics, ToryComics, Webtoon Factory, Stela, Graphite, etc. The global players competition landscape in this

report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Webtoons. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Webtoons market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Webtoons market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Webtoons industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Webtoons Include:

Naver

Kakao

Comico (NHN)

KidariStudio

Ridibooks (RIDI Corp)

Tappytoon

Tencent

Webcomics (SideWalk Group)

Mr Blue

Kuaikan

Amazia

Izneo Webtoon

Toomics (Terapin Studios)

MangaToon

Manman Manhwa

Dongman Entertainment

Bilibili Comics

ToryComics

Webtoon Factory

Stela

Graphite

Webtoons Product Segment Include:

Subscription Based

Advertisement Based

Webtoons Product Application Include:

Mobile Phone

PC/Notebook

Tablet Computer

Others

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Webtoons Industry PESTEL Analysis

Chapter 3: Global Webtoons Industry Porter's Five Forces Analysis

Chapter 4: Global Webtoons Major Regional Market Size and Forecast Analysis

Chapter 5: Global Webtoons Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Passenger Webtoons Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Webtoons Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Webtoons Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Webtoons Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Webtoons Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Webtoons Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Webtoons Competitive Analysis of Key Suppliers (Revenue, Market Share, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Revenue and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 WEBTOONS MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Webtoons Product by Type
 - 1.2.1 Subscription Based
 - 1.2.2 Advertisement Based
- 1.3 Webtoons Product by Application
 - 1.3.1 Mobile Phone
 - 1.3.2 PC/Notebook
 - 1.3.3 Tablet Computer
 - 1.3.4 Others
- 1.4 Global Webtoons Market Size Analysis (2020-2032)
- 1.5 Webtoons Market Development Status and Trends
 - 1.5.1 Webtoons Industry Development Status Analysis
 - 1.5.2 Webtoons Industry Development Trends Analysis

2 WEBTOONS MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 WEBTOONS MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL WEBTOONS MARKET ANALYSIS BY REGIONS

- 4.1 Global Webtoons Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Webtoons Revenue and Forecast Analysis (2020-2032)

- 4.2.1 Global Webtoons Revenue and Market Share by Region (2020-2025)
- 4.2.2 Global Webtoons Revenue Forecast by Region (2026-2032)

5 GLOBAL WEBTOONS MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Webtoons Market Size by Type (2020-2032)
- 5.2 Global Webtoons Market Size by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Webtoons Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Suppliers Analysis
- 6.3 North America Webtoons Market Size by Type
- 6.4 North America Webtoons Market Size by Application
- 6.5 North America Webtoons Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Webtoons Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Suppliers Analysis
- 7.3 Europe Webtoons Market Size by Type
- 7.4 Europe Webtoons Market Size by Application
- 7.5 Europe Webtoons Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Webtoons Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Suppliers Analysis
- 8.3 China Webtoons Market Size by Type
- 8.4 China Webtoons Market Size by Application

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Webtoons Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Suppliers Analysis

9.3 APAC (excl. China) Webtoons Market Size by Type

9.4 APAC (excl. China) Webtoons Market Size by Application

9.5 APAC (excl. China) Webtoons Market Size by Country

9.5.1 Japan

9.5.2 South Korea

9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Webtoons Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Suppliers Analysis

10.3 Latin America Webtoons Market Size by Type

10.4 Latin America Webtoons Market Size by Application

10.5 Latin America Webtoons Market Size by Country

10.5.1 Mexico

10.5.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Webtoons Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Suppliers Analysis

11.3 Middle East & Africa Webtoons Market Size by Type

11.4 Middle East & Africa Webtoons Market Size by Application

11.5 Middle East & Africa Webtoons Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY SUPPLIERS

12.1 Global Webtoons Market Revenue by Key Suppliers (2021-2025)

12.2 Webtoons Competitive Landscape Analysis and Market Dynamic

12.2.1 Webtoons Competitive Landscape Analysis

- 12.2.2 Global Key Suppliers Headquarter Location and Key Area Sales
- 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Naver

- 13.1.1 Naver Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.1.2 Naver Webtoons Product Portfolio
- 13.1.3 Naver Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.2 Kakao

- 13.2.1 Kakao Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.2.2 Kakao Webtoons Product Portfolio
- 13.2.3 Kakao Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.3 Comico (NHN)

- 13.3.1 Comico (NHN) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.3.2 Comico (NHN) Webtoons Product Portfolio
- 13.3.3 Comico (NHN) Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.4 KidariStudio

- 13.4.1 KidariStudio Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.4.2 KidariStudio Webtoons Product Portfolio
- 13.4.3 KidariStudio Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.5 Ridibooks (RIDI Corp)

- 13.5.1 Ridibooks (RIDI Corp) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.5.2 Ridibooks (RIDI Corp) Webtoons Product Portfolio
- 13.5.3 Ridibooks (RIDI Corp) Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.6 Tappytoon

- 13.6.1 Tappytoon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- 13.6.2 Tappytoon Webtoons Product Portfolio

13.6.3 Tappytoon Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.7 Tencent

13.7.1 Tencent Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Tencent Webtoons Product Portfolio

13.7.3 Tencent Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.8 Webcomics (SideWalk Group)

13.8.1 Webcomics (SideWalk Group) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Webcomics (SideWalk Group) Webtoons Product Portfolio

13.8.3 Webcomics (SideWalk Group) Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.9 Mr Blue

13.9.1 Mr Blue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Mr Blue Webtoons Product Portfolio

13.9.3 Mr Blue Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.10 Kuaikan

13.10.1 Kuaikan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Kuaikan Webtoons Product Portfolio

13.10.3 Kuaikan Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.11 Amazia

13.11.1 Amazia Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Amazia Webtoons Product Portfolio

13.11.3 Amazia Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.12 Izneo Webtoon

13.12.1 Izneo Webtoon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Izneo Webtoon Webtoons Product Portfolio

13.12.3 Izneo Webtoon Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.13 Toomics (Terapin Studios)

13.13.1 Toomics (Terapin Studios) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Toomics (Terapin Studios) Webtoons Product Portfolio

13.13.3 Toomics (Terapin Studios) Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.14 MangaToon

13.14.1 MangaToon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 MangaToon Webtoons Product Portfolio

13.14.3 MangaToon Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.15 Manman Manhwa

13.15.1 Manman Manhwa Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Manman Manhwa Webtoons Product Portfolio

13.15.3 Manman Manhwa Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.16 Dongman Entertainment

13.16.1 Dongman Entertainment Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 Dongman Entertainment Webtoons Product Portfolio

13.16.3 Dongman Entertainment Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.17 Bilibili Comics

13.17.1 Bilibili Comics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Bilibili Comics Webtoons Product Portfolio

13.17.3 Bilibili Comics Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.18 ToryComics

13.18.1 ToryComics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.18.2 ToryComics Webtoons Product Portfolio

13.18.3 ToryComics Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.19 Webtoon Factory

13.19.1 Webtoon Factory Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.19.2 Webtoon Factory Webtoons Product Portfolio

13.19.3 Webtoon Factory Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.20 Stela

13.20.1 Stela Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.20.2 Stela Webtoons Product Portfolio

13.20.3 Stela Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.21 Graphite

13.21.1 Graphite Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.21.2 Graphite Webtoons Product Portfolio

13.21.3 Graphite Webtoons Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Webtoons Industry Chain Analysis

14.2 Webtoons Typical Downstream Customers

14.3 Webtoons Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Webtoons Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Webtoons Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Webtoons Industry Development Status

Table 4: Webtoons Industry Development Trends

Table 5: Global Webtoons Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Webtoons Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Webtoons Revenue Market Share by Region (2020-2025)

Table 8: Global Webtoons Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Webtoons Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Webtoons Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 11: Global Webtoons Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 12: Global Webtoons Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 13: Global Webtoons Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 14: Key Webtoons Players in North America

Table 15: North America Webtoons Revenue by Type (2020-2025) & (US\$ Million)

Table 16: North America Webtoons Revenue by Type (2026-2032) & (US\$ Million)

Table 17: North America Webtoons Revenue by Application (2020-2025) & (US\$ Million)

Table 18: North America Webtoons Revenue by Application (2026-2032) & (US\$ Million)

Table 19: North America Webtoons Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 20: North America Webtoons Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 21: Key Webtoons Players in Europe

Table 22: Europe Webtoons Revenue by Type (2020-2025) & (US\$ Million)

Table 23: Europe Webtoons Revenue by Type (2026-2032) & (US\$ Million)

Table 24: Europe Webtoons Revenue by Application (2020-2025) & (US\$ Million)

Table 25: Europe Webtoons Revenue by Application (2026-2032) & (US\$ Million)

Table 26: Europe Webtoons Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 27: Europe Webtoons Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 28: Key Webtoons Players in China

Table 29: China Webtoons Revenue by Type (2020-2025) & (US\$ Million)

Table 30: China Webtoons Revenue by Type (2026-2032) & (US\$ Million)

Table 31: China Webtoons Revenue by Application (2020-2025) & (US\$ Million)

Table 32: China Webtoons Revenue by Application (2026-2032) & (US\$ Million)

Table 33: Key Webtoons Players in APAC (excl. China)

Table 34: APAC (excl. China) Webtoons Revenue by Type (2020-2025) & (US\$ Million)

Table 35: APAC (excl. China) Webtoons Revenue by Type (2026-2032) & (US\$ Million)

Table 36: APAC (excl. China) Webtoons Revenue by Application (2020-2025) & (US\$ Million)

Table 37: APAC (excl. China) Webtoons Revenue by Application (2026-2032) & (US\$ Million)

Table 38: APAC (excl. China) Webtoons Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 39: APAC (excl. China) Webtoons Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 40: Key Webtoons Players in Latin America

Table 41: Latin America Webtoons Revenue by Type (2020-2025) & (US\$ Million)

Table 42: Latin America Webtoons Revenue by Type (2026-2032) & (US\$ Million)

Table 43: Latin America Webtoons Revenue by Application (2020-2025) & (US\$ Million)

Table 44: Latin America Webtoons Revenue by Application (2026-2032) & (US\$ Million)

Table 45: Latin America Webtoons Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 46: Latin America Webtoons Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 47: Key Webtoons Players in Middle East & Africa

Table 48: Middle East & Africa Webtoons Revenue by Type (2020-2025) & (US\$ Million)

Table 49: Middle East & Africa Webtoons Revenue by Type (2026-2032) & (US\$ Million)

Table 50: Middle East & Africa Webtoons Revenue by Application (2020-2025) & (US\$ Million)

Table 51: Middle East & Africa Webtoons Revenue by Application (2026-2032) & (US\$ Million)

Table 52: Middle East & Africa Webtoons Revenue Market Size by Country (2020-2025)

& (US\$ Million)

Table 53: Middle East & Africa Webtoons Revenue Market Size by Country (2026-2032)

& (US\$ Million)

Table 54: Global Webtoons Market Revenue by Key Suppliers (2021-2025) & (US\$ Million)

Table 55: Global Webtoons Revenue Market Share by Key Suppliers (2021-2025)

Table 56: Global Key Suppliers Headquarter Location and Key Area Sales

Table 57: Market Mergers & Acquisitions, Expansion

Table 58: Naver Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 59: Naver Webtoons Product Portfolio

Table 60: Naver Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 61: Kakao Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 62: Kakao Webtoons Product Portfolio

Table 63: Kakao Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 64: Comico (NHN) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 65: Comico (NHN) Webtoons Product Portfolio

Table 66: Comico (NHN) Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 67: KidariStudio Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 68: KidariStudio Webtoons Product Portfolio

Table 69: KidariStudio Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 70: Ridibooks (RIDI Corp) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 71: Ridibooks (RIDI Corp) Webtoons Product Portfolio

Table 72: Ridibooks (RIDI Corp) Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 73: Tappytoon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 74: Tappytoon Webtoons Product Portfolio

Table 75: Tappytoon Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 76: Tencent Basic Company Profile (Employees, Areas Service, Competitors and

Contact Information)

Table 77: Tencent Webtoons Product Portfolio

Table 78: Tencent Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 79: Webcomics (SideWalk Group) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 80: Webcomics (SideWalk Group) Webtoons Product Portfolio

Table 81: Webcomics (SideWalk Group) Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 82: Mr Blue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 83: Mr Blue Webtoons Product Portfolio

Table 84: Mr Blue Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 85: Kuaikan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 86: Kuaikan Webtoons Product Portfolio

Table 87: Kuaikan Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 88: Amazia Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 89: Amazia Webtoons Product Portfolio

Table 90: Amazia Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 91: Izneo Webtoon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 92: Izneo Webtoon Webtoons Product Portfolio

Table 93: Izneo Webtoon Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 94: Toomics (Terapin Studios) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 95: Toomics (Terapin Studios) Webtoons Product Portfolio

Table 96: Toomics (Terapin Studios) Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 97: MangaToon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 98: MangaToon Webtoons Product Portfolio

Table 99: MangaToon Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 100: Manman Manhwa Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 101: Manman Manhwa Webtoons Product Portfolio

Table 102: Manman Manhwa Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 103: Dongman Entertainment Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Dongman Entertainment Webtoons Product Portfolio

Table 105: Dongman Entertainment Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 106: Bilibili Comics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Bilibili Comics Webtoons Product Portfolio

Table 108: Bilibili Comics Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 109: ToryComics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: ToryComics Webtoons Product Portfolio

Table 111: ToryComics Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 112: Webtoon Factory Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Webtoon Factory Webtoons Product Portfolio

Table 114: Webtoon Factory Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 115: Stela Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Stela Webtoons Product Portfolio

Table 117: Stela Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 118: Graphite Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Graphite Webtoons Product Portfolio

Table 120: Graphite Webtoons Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 121: Webtoons Typical Customer List

Table 122: Webtoons Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Webtoons Product Pictures

Figure 2: Subscription Based Picture Scope

Figure 3: Advertisement Based Picture Scope

Figure 4: Mobile Phone Picture Scope

Figure 5: PC/Notebook Picture Scope

Figure 6: Tablet Computer Picture Scope

Figure 7: Others Picture Scope

Figure 8: Global Webtoons Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 9: Global Webtoons Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 10: Global Webtoons Market Size by Region (2020-2032) & (US\$ Million)

Figure 11: Global Webtoons Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 12: North America Webtoons Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 13: North America Webtoons Market Share by Players in 2024

Figure 14: North America Webtoons Revenue Market Share by Type (2020-2032)

Figure 15: North America Webtoons Revenue Market Share by Application (2020-2032)

Figure 16: US Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 17: Canada Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 18: Europe Webtoons Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 19: Europe Webtoons Market Share by Players in 2024

Figure 20: Europe Webtoons Revenue Market Share by Type (2020-2032)

Figure 21: Europe Webtoons Revenue Market Share by Application (2020-2032)

Figure 22: Germany Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 23: France Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 24: United Kingdom Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 25: Italy Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 26: Spain Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 27: Benelux Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 28: China Webtoons Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 29: China Webtoons Market Share by Players in 2024

Figure 30: China Webtoons Revenue Market Share by Type (2020-2032)

Figure 31: China Webtoons Revenue Market Share by Application (2020-2032)

Figure 32: APAC (excl. China) Webtoons Market Size and Growth Rate (2020-2032) &

(US\$ Million)

Figure 33: APAC (excl. China) Webtoons Market Share by Players in 2024

Figure 34: APAC (excl. China) Webtoons Revenue Market Share by Type (2020-2032)

Figure 35: APAC (excl. China) Webtoons Revenue Market Share by Application (2020-2032)

Figure 36: Japan Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 37: South Korea Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 38: India Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 39: Australia Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 40: Southeast Asia Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 41: Latin America Webtoons Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 42: Latin America Webtoons Market Share by Players in 2024

Figure 43: Latin America Webtoons Revenue Market Share by Type (2020-2032)

Figure 44: Latin America Webtoons Revenue Market Share by Application (2020-2032)

Figure 45: Mexico Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 46: Brazil Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 47: Middle East & Africa Webtoons Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 48: Middle East & Africa Webtoons Market Share by Players in 2024

Figure 49: Middle East & Africa Webtoons Revenue Market Share by Type (2020-2032)

Figure 50: Middle East & Africa Webtoons Revenue Market Share by Application (2020-2032)

Figure 51: Saudi Arabia Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 52: South Africa Webtoons Revenue (2020-2032) & (US\$ Million)

Figure 53: Global Webtoons Revenue Market Share by Key Suppliers in 2024

Figure 54: Global Webtoons Industry Competition Landscape

Figure 55: Webtoons Industry Chain Analysis

Figure 56: Bottom-Up and Top-Down Research Methods

Figure 57: Key Interview Objectives

Figure 58: Data Cross Validation

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