

Global K-webtoon Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global K-webtoon market size was valued at USD 5199.4 million in 2023 and is forecast to a readjusted size of USD 19150 million by 2030 with a CAGR of 20.5% during review period.

A Webtoon is a type of online comic where each chapter is published as a single, vertical strip. They typically have Full Color artwork. Webtoons first originated in Korea and have since spread to other Asian and Western countries.

Smartphones have become one of the most accessible sources of entertainment for most people these days. In fact, Zippia shares that smartphones make up 70% of digital media time in the US, with 83% of that time going to entertainment.

Since many users tend to consume content quickly, there's been a rising trend to cater to this phenomenon called "snack culture." The term originated in South Korea, referring to the behavior of going through short-form content rather than deeper reading material. These types of content take on the form of videos that are up to a minute long, including stills such as infographics and webtoons.

Webtoons, specifically, are seeing increased demand from all over the world. Because of this, many companies are jumping into the webtoon business to use as marketing and boost sales.

The Global Info Research report includes an overview of the development of the K-webtoon industry chain, the market status of Mobile Phone (Subscription Based, Advertisement Based), PC/Notebook (Subscription Based, Advertisement Based), and key enterprises in developed and developing market, and analysed the cutting-edge

technology, patent, hot applications and market trends of K-webtoon.

Regionally, the report analyzes the K-webtoon markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global K-webtoon market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the K-webtoon market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the K-webtoon industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Subscription Based, Advertisement Based).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the K-webtoon market.

Regional Analysis: The report involves examining the K-webtoon market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the K-webtoon market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to K-webtoon:

Company Analysis: Report covers individual K-webtoon players, suppliers, and other relevant industry players. This analysis includes studying their financial performance,

market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards K-webtoon. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Mobile Phone, PC/Notebook).

Technology Analysis: Report covers specific technologies relevant to K-webtoon. It assesses the current state, advancements, and potential future developments in K-webtoon areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the K-webtoon market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

K-webtoon market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Subscription Based

Advertisement Based

Market segment by Application

Mobile Phone

PC/Notebook

Tablet Computer

Others

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe K-webtoon product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of K-webtoon, with revenue, gross margin and global market share of K-webtoon from 2019 to 2024.

Chapter 3, the K-webtoon competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with

revenue and market share for key countries in the world, from 2019 to 2024. and K-webtoon market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of K-webtoon.

Chapter 13, to describe K-webtoon research findings and conclusion.

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