

Global K-webtoon Supply, Demand and Key Producers, 2024-2030

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Abstracts

The global K-webtoon market size is expected to reach \$ 19150 million by 2030, rising at a market growth of 20.5% CAGR during the forecast period (2024-2030).

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.

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.

This report studies the global K-webtoon demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for K-webtoon, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2023 as the base year. This report explores demand trends and competition, as well as

details the characteristics of K-webtoon that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global K-webtoon total market, 2019-2030, (USD Million)

Global K-webtoon total market by region & country, CAGR, 2019-2030, (USD Million)

U.S. VS China: K-webtoon total market, key domestic companies and share, (USD Million)

Global K-webtoon revenue by player and market share 2019-2024, (USD Million)

Global K-webtoon total market by Type, CAGR, 2019-2030, (USD Million)

Global K-webtoon total market by Application, CAGR, 2019-2030, (USD Million).

This reports profiles major players in the global K-webtoon market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Naver, Kakao, Comico (NHN), KidariStudio, Ridibooks (RIDI Corp), Tappytoon, Tencent, Webcomics (SideWalk Group) and Mr Blue, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World K-webtoon market.

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2019-2030 by year with 2023 as the base year, 2024 as the estimate year, and 2025-2030 as the forecast year.

Global K-webtoon Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global K-webtoon Market, Segmentation by Type

Subscription Based

Advertisement Based

Global K-webtoon Market, Segmentation by Application

Mobile Phone

PC/Notebook

Tablet Computer

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global K-webtoon market?
2. What is the demand of the global K-webtoon market?
3. What is the year over year growth of the global K-webtoon market?
4. What is the total value of the global K-webtoon market?
5. Who are the major players in the global K-webtoon market?

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