

# **Anime Market Size, Share & Trends Analysis Report By Type (T.V., Movie, Video, Internet Distribution, Merchandising, Music), By Genre (Action & Adventure, Sci-Fi & Fantasy, Romance & Drama, Sports), By Region, And Segment Forecasts, 2023 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 1 Business Day

### **Anime Market Growth & Trends**

The global anime market size is expected to reach USD 60.06 billion by 2030, growing at a 9.8% CAGR from 2023 to 2030, according to a new study by Grand View Research, Inc. The market growth is attributed to the rising popularity of anime content globally. The introduction of application games and the growing online distribution of anime content are projected to complement the market growth during the forecast period. The online distribution of anime content accounts for a large portion of global revenues.

Technological advancements are helping anime content creators improve the capabilities of their solutions. Anime content creators are putting considerable effort into building complex pre and post-production tools. Moreover, the ongoing implementation of innovative and advanced technologies, such as Artificial Intelligence (AI) and blockchain in anime gaming to improve the entire gaming experience is projected to fuel the anime industry's growth during the forecast period.

Anime content has an exponentially growing fan base across the globe. Naruto, One

Piece, Hunter X Hunter, and Dragon Ball Z are some examples of successful anime programs. Anime comics, also known as manga, are becoming increasingly popular among anime lovers worldwide. As a result, anime content creators are scrambling to create high-quality anime and distinctive characters that can aid in the development of children at a young age.

In August 2022, Toei Animation Co. Ltd. partnered with Epic Games to introduce iconic playable Dragon Ball Z characters in the Fortnite video game. The popular anime character attracted more players to the video game and simultaneously introduced the character to players who do not know about anime. Such innovative collaboration is expected to fuel the growth of the anime industry during the forecast period.

### Anime Market Report Highlights

Based on type, the merchandising segment accounted for the highest market share of over 31% in 2022, owing to the growing demand for anime merchandise products, including figurines, t-shirts, posters, and key chains

Based on genre, the action and adventure segment accounted for the highest market share of over 34% in 2022 due to the historical dominance and preference for action- and adventure-based T.V. series such as Dragonball, One Piece, and Naruto

North America is expected to grow at the highest CAGR of over 16% during the forecast period, owing to the growing fan base and popularity for anime content across the region along with an increase in the sale of anime merchandise

Key companies are developing anime movies and series that could aid in the development of cognitive, problem-solving, and social abilities in children

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation & Scope
- 1.2 Market Definitions
- 1.3 Information Procurement
  - 1.3.1 Information analysis
  - 1.3.2 Market formulation & data visualization
  - 1.3.3 Data validation & publishing
- 1.4 Research Scope and Assumptions
  - 1.4.1 List of Data Sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Snapshot
- 2.2 Segment Snapshot (1/2)
- 2.3 Segment Snapshot (2/2)
- 2.4 Competitive Landscape Snapshot

### CHAPTER 3 MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Lineage Outlook
- 3.2 Industry Value Chain Analysis
- 3.3 Anime Market - Vendor Mix
- 3.4 Market Dynamics
  - 3.4.1 Market driver analysis
    - 3.4.1.1 Increased popularity of anime content across the globe
    - 3.4.1.2 Rising internet penetration and growing demand for anime-based content on digital platforms
  - 3.4.2 Market restraint/challenges analysis
    - 3.4.2.1 Low budget and shortage of skilled animators
- 3.5 3D Animation Market
- 3.6 Breakup of Animation Studios in Canada Based on Capabilities
- 3.7 Breakup of Animation Studios in Australia Based on Capabilities
- 3.8 Nature of Animation Business
- 3.9 Technological Advancements in Animation and Video Games
- 3.10 Comparative Analysis of Animation and Video Games
- 3.11 Industry Analysis Tools

3.11.1 Porter's analysis

3.11.2 Macroeconomic Analysis

## **CHAPTER 4 TYPE ESTIMATES AND TREND ANALYSIS**

4.1 Market Size Estimates & Forecasts and Trend Analysis, 2018 - 2030 (USD Billion)

4.1.1 Type Movement Analysis & Market Share, 2022 & 2030

4.2 Anime Market Estimates & Forecast, By Type (USD Billion)

4.2.1 T.V.

4.2.2 Movie

4.2.3 Video

4.2.4 Internet Distribution

4.2.5 Merchandising

4.2.6 Music

4.2.7 Pachinko

4.2.8 Live Entertainment

## **CHAPTER 5 GENRE ESTIMATES AND TREND ANALYSIS**

5.1 Market Size Estimates & Forecasts and Trend Analysis, 2018 - 2030 (USD Billion)

5.2 Genre Movement Analysis & Market Share, 2022 & 2030

5.3 Anime Market Estimates & Forecast, By Genre (USD Billion)

5.3.1 Action & Adventure

5.3.2 Sci-Fi & Fantasy

5.3.3 Romance & Drama

5.3.4 Sports

5.3.5 Others

## **CHAPTER 6 REGIONAL ESTIMATES & TREND ANALYSIS**

6.1 Anime Market By Region, 2022 & 2030

6.2 North America

6.2.1 North America Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

6.2.2 U.S.

6.2.2.1 U.S. Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

6.2.3 Canada

6.2.3.1 Canada Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

6.3 Europe

6.3.1 Europe Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

### 6.3.2 France

#### 6.3.2.1 France Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

### 6.3.3 UK

#### 6.3.3.1 UK Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

### 6.3.4 Germany

#### 6.3.4.1 Germany Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

### 6.3.5 Western Europe

#### 6.3.5.1 Western Europe Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

### 6.4 Asia Pacific (Except Japan)

#### 6.4.1 Asia Pacific Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

#### 6.4.2 Australia and New Zealand (ANZ)

##### 6.4.2.1 ANZ Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

#### 6.4.3 China

##### 6.4.3.1 China Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

#### 6.4.4 Philippines

##### 6.4.4.1 Philippines Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

#### 6.4.5 South Korea

##### 6.4.5.1 South Korea Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

### 6.5 Latin America

#### 6.5.1 Latin America Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

#### 6.5.2 Mexico

##### 6.5.2.1 Mexico Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

#### 6.5.3 Brazil

##### 6.5.3.1 Brazil Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

### 6.6 Middle East & Africa (MEA)

#### 6.6.1 MEA Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

#### 6.6.2 Saudi Arabia

##### 6.6.2.1 Saudi Arabia Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

### 6.7 Japan

#### 6.7.1 Japan Anime Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

## CHAPTER 7 ANIME MARKET - COMPETITIVE LANDSCAPE

### 7.1 Recent Development & Impact Analysis, By Key Market Participants

### 7.2 Company Categorization

### 7.3 Participant's Overview

### 7.4 Financial Performance

### 7.5 Product Benchmarking

- 7.6 Company Heat Map Analysis
- 7.7 Company Market Share Analysis, 2022
- 7.8 Strategy Mapping
  - 7.8.1 Expansion
  - 7.8.2 Mergers & acquisition
  - 7.8.3 Collaborations
  - 7.8.4 New product launches
  - 7.8.5 Research & development

## List Of Tables

### LIST OF TABLES

Table 1 Key market driver impact

Table 2 Box office of major anime works released

Table 3 Key market restraint/challenges impact

Table 4 Anime job salary analysis

Table 5 Global anime market revenue estimates and forecast, by type, 2018 - 2030  
(USD Billion)

Table 6 Global anime market revenue estimates and forecast, by genre, 2018 - 2030  
(USD Billion)

Table 7 Company heat map analysis

Table 8 Key companies undergoing expansions

Table 9 Key companies involved in mergers and acquisitions

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Anime Market Segmentation
- Fig. 2 Information Procurement
- Fig. 3 Data Analysis Models
- Fig. 4 Market Formulation and Validation
- Fig. 5 Data Validating & Publishing
- Fig. 6 Market snapshot
- Fig. 7 Segment snapshot (1/2)
- Fig. 8 Segment snapshot (2/2)
- Fig. 9 Industry snapshot
- Fig. 10 Anime Market Value, 2022 & 2030 (USD Billion)
- Fig. 11 Value chain analysis
- Fig. 12 Anime market - Vendor mix
- Fig. 13 Market dynamics
- Fig. 14 Rates of contract on a country-by-country basis for anime content
- Fig. 15 Box office revenue of theatrical animations (USD Billion)
- Fig. 16 Adoption of anime games, by age
- Fig. 17 3D animation market size in 2022 (USD Billion)
- Fig. 18 3D animation market
- Fig. 19 Breakup of animation studios in Canada based on capabilities
- Fig. 20 Breakup of animation studios in Australia based on capabilities
- Fig. 21 Breakup of animation studios in Australia based on capabilities
- Fig. 22 Anime Market: PORTER's Analysis
- Fig. 23 Anime Market: PESTEL Analysis
- Fig. 24 Anime market, by type, key takeaways, 2018-2030 Revenue (USD Billion)
- Fig. 25 Anime market, by type: market share, 2022 & 2030
- Fig. 26 T.V. market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 27 Movie market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 28 Video market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 29 Internet distribution market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 30 Merchandising market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 31 Music market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 32 Pachinko market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 33 Live entertainment market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 34 Anime market, by genre, key takeaways, 2018-2030 Revenue (USD Billion)



- Fig. 35 Anime market, by genre: market share, 2022 & 2030
- Fig. 36 Action & adventure market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 37 Sci-Fi & fantasy market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 38 Romance & drama market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 39 Sports market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 40 Others market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 41 Anime market by region, 2022 & 2030 Revenue (USD Billion)
- Fig. 42 Regional marketplace: Key takeaways
- Fig. 43 Regional marketplace: Key takeaways
- Fig. 44 Regional marketplace: Key takeaways
- Fig. 45 North America anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 46 U.S. anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 47 Canada anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 48 Europe anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 49 France anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 50 UK anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 51 Germany anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 52 Western Europe anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 53 Asia Pacific anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 54 ANZ anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 55 China Anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 56 Philippines anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 57 South Korea anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 58 Latin America anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 59 Mexico anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 60 Brazil anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 61 MEA anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 62 Saudi Arabia anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 63 Japan anime market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 64 Key company categorization
- Fig. 65 Company Market Share Analysis, 2022
- Fig. 66 Strategy framework

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