

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

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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

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