

Anime Movies And TV Shows Market Size, Share & Trends Analysis Report By Type (TV Shows, Movies), By Genre (Action & Adventure, Romance & Drama), By Platform, By Audience, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Anime Movies And TV Shows Market Growth & Trends

The global anime movies and TV shows market size is estimated to reach USD 26.89 billion by 2030, growing at a CAGR of around 11.7% from 2023 to 2030, according to a new report by Grand View Research, Inc. The market growth can be ascribed to the increasing popularity of anime movies and TV shows as a popular form of entertainment across the globe. The anime content is attracting a large fanbase through its engaging characters, distinct storytelling, broad appeal, unique visuals, etc. Anime has attracted audiences of all ages and is available on various platforms, such as TV channels, websites, mobile applications, and OTT. The ongoing proliferation of OTT platforms offers lucrative opportunities for the anime movies & TV shows market. These streaming sites are gaining massive traction as they offer enhanced viewing experiences and good-quality content.

Moreover, the content on OTT is categorized according to various age groups, which makes it a reliable and convenient mode of entertainment for both kids and parents. The streaming services, such as Hulu, Netflix, and Amazon Prime, are focusing on providing various popular anime titles while also creating their own shows. For instance, in March 2022, Netflix announced a slate of 40 anime titles set to debut on the service through the end of the year, during the AnimeJapan 2022 event. Such initiatives provide

significant growth prospects for the market. The growth is also being driven by increasing viewership on anime-only services, such as Funimation, Crunchyroll, and Viewster. These companies, especially Crunchyroll, drive the business through various channels, including first-party streaming, home entertainment products (DVD box sets and so on), secondary distribution, and merchandise licensing.

Anime Movies And TV Shows Market Report Highlights

In terms of type, the movies segment is estimated to record a significant CAGR from 2023 to 2030 with the increasing demand for anime movies as a mainstream source of entertainment across the globe

In terms of genre, the sci-fi & fantasy segment is estimated to record a CAGR of over 12.0% from 2023 to 2030 owing to increasing demand for titles outlining imaginative and futuristic themes filled with high-end technologies, space science, time travel, etc.

In terms of audience, the children & kids segment accounted for a revenue share of nearly 10.0% in 2022. The audience in this segment is largely influenced by the distinguished content and visually appealing graphics

The OTT platform segment is expected to record a significant growth rate over the forecast period with increasing viewership for anime content on these platforms as they offer high-quality subscription-based services along with a wide range of new and existing titles

Asia Pacific captured a considerable revenue share in 2022 due to the high number of anime fans in the region. Moreover, a strong presence of various anime studios and streaming services in the region is favoring market growth

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