

# Comic Book Market Size, Share & Trends Analysis Report By Type (Digital, Non-Digital), By Format (Hard Copy, E-Books, Audiobooks), By Genre (Science-Fiction, Manga, Superhero, Non-fiction), By Region, And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/C4920CCD5ACDEN.html>

Date: November 2022

Pages: 84

Price: US\$ 3,950.00 (Single User License)

ID: C4920CCD5ACDEN

## Abstracts

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### Comic Book Market Growth & Trends

The global comic book market is expected to reach USD 17.52 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 10.5% from 2022 to 2030. Comic book have persisted through decades of change in mediums of entertainment. Kids around the world have grown up reading comics like Tintin, Asterix, Spiderman, and Teen Titans, is accelerating the market growth. Moreover, considering the massive fan base of giants like Marvel Comics and DC Comics, it is safe to say that most people have grown up reading comics at one point or another.

The rising popularity of comic events across the globe is propelling the market growth. Over the years, the convention has hosted an incredible variety of comic book and book publishers. Comic-Con International has continuously introduced various artists and their work to a wider public for more than 45-year. The popularity of comic cons has accelerated the sales of comic book and graphic novels, and the trend is anticipated to continue in the coming years.

The digital segment is projected to expand at the fastest CAGR over the forecast period. This growth is expected to accelerate due to one of the interesting benefits of e-

books is that they are environmentally friendly. These books are written and published without the power consumed by printing presses, and are delivered without fueled transport services. Moreover, these are created paper, adhesive, and ink-free is expected to propel the market growth over the forecast period.

The manga segment is projected to grow with fastest CAGR over the forecast period. The growing number of younger readers discovering manga through watching anime on streaming channels such as Netflix or Crunchyroll is accelerating the market growth. According to Viz Media, an American manga publisher, anime distributor, and entertainment company, manga sales grew by about 43% in 2020. When compared to the same period in 2020,

Asia Pacific held the largest market share in 2021. The growing acceptance of comics among people has been significantly influenced by the growth in popularity of comic events like Comic-Con. As more movies and animated series are produced, the popularity of superhero comic brands is steadily growing, which is expected to support the Comic Book market expansion in this region over the forecast period.

Companies in the market are focusing on strategies such as mergers and acquisitions in order to gain market share and increase their service footprint. In January 2021, Dark Horse Media, the parent company of Dark Horse Comics, was purchased by Swedish gaming company Embracer Group, which was completed in March 2022. This acquisition strengthens its transmedia capabilities by adding expertise in content development, comics publishing, and film & TV production.

## Comic Book Market Report Highlights

Non-Digital was valued at USD 5.27 billion in 2021 and is expected to reach USD 11.77 billion by 2030. Printed book offered a more unique and fulfilling reading experience than e-books to the consumers, this is favoring the growth of the market

Audiobooks segment is expected to witness substantial growth over the forecast period with a CAGR of 13.1% from 2022 to 2030. The growing popularity of audiobooks coincides with the rise of podcasts and shows an increasing thirst for audio content, are the key factors driving the growth of audiobooks segment

North American region was valued a USD 1.19 billion in 2021 and is expected to register a CAGR of 9.8% over the forecast period. The growth in the region is

majorly attributed to the rising popularity and acceptance of comic book by U.S. readers

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