

Europe Anime Market Size, Share & Trends Analysis Report By Type (T.V., Movie, Video, Internet Distribution, Merchandising, Music, Pachinko, Live Entertainment), By Genre, By Country, And Segment Forecasts, 2024 - 2030

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Abstracts

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Europe Anime Market Growth & Trends

The Europe anime market size is anticipated to reach USD 9.02 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 11.1% from 2024 to 2030. The popularity of anime merchandise, such as figures, clothing, and accessories, contributes to the growth of the European anime market. Figures are highly sought-after collectibles among fans, offering detailed representations of beloved characters in various poses and costumes. Collectors often invest in rare or limited edition figures, contributing to the market growth in the region.

The COVID-19 pandemic positively affected the anime market in Europe. With lockdowns and social distancing measures in place across many European countries, people turned to indoor activities for entertainment and distraction. With its diverse range of genres and readily available streaming options, anime became an attractive choice for individuals seeking entertainment during these challenging times. As a result, there was a surge in demand for anime content, leading to increased viewership and engagement across various platforms.

Moreover, the localization efforts undertaken by distributors drive the growth of the anime market in the region. Localization involves translating anime content into multiple

languages, including subtitles or dubbing, to cater to the linguistic diversity of European audiences. By providing localized versions of anime, distributors make the content more accessible and appealing to a broader audience.x

Europe Anime Market Report Highlights

Based on type, the internet distribution segment accounted for the largest revenue share of 23.9% in 2023 and is expected to retain its dominance over the forecast period. The availability of anime series on various platforms drives the segment's growth

Based on genre, the action & adventure segment dominated the market in 2023 and is also expected to grow at a significant CAGR over the forecast period. It can be attributed to the storyline and animation style combined with a compelling narrative appealing to all age groups

In March 2022, Juicy Couture launched an anime-inspired campaign in the UK and Europe, unveiling its latest collection that features a blend of anime aesthetics with its signature style. This campaign showcases a fusion of anime elements with Juicy Couture's fashion, introducing a unique and innovative approach to their marketing strategy. The collection includes sportswear, eveningwear, loungewear, and other pieces that reflect the influence of anime in contemporary fashion trends

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