

Manga Market Size, Share & Trends Analysis Report By Content Type (Printed, Digital), By Distribution Channel (Offline, Online), By Genre (Action & Adventure, Sci-Fi & Fantasy), By Gender, By Audience, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Manga Market Growth & Trends

The global manga market size is anticipated to reach USD 42.2 billion by 2030, registering a CAGR of 16.9% during the forecast period, according to a new report by Grand View Research, Inc. The market growth can be credited to the growing prominence of manga titles as a mainstream source of entertainment. Manga is a Japanese form of a graphic novel that can be written by one person or a group. Some famous manga titles include Demon Slayer, Jujutsu Kaisen, Blue Lock, One Piece, Naruto, etc.

The wide range of genres, such as adventure, fantasy, thrillers, romance, sci-fi, inspirational, educational, etc., is primarily driving the growth of the market. Besides, the availability of manga titles in various languages is expediting the expansion of the market across geographies. According to the National Publishing Association and Publishing Science Institute, Japan, the sales of manga in Japan increased by more than 10% in 2021 compared to 2020.

The online fan communities and growing consumer interest in anime are significantly

driving the growth of the market. Streaming platforms, such as Netflix, Crunchyroll, and Funimation are impelling viewers' interest in anime, leading to increased demand for manga as the audience seeks original content.

Several companies operating in the global market are also focusing on the launch of various new and fascinating titles to gain a competitive edge. For instance, in 2021, Viz, Inc. launched new titles, including *Beast Complex*, a compilation of seven short stories that set the stage for *BEASTARS*, and a one-shot manga prequel to *Jujutsu Kaisen*, *Jujutsu Kaisen 0*.

The market is expected to witness significant growth in North America during the forecast period as manga is observing an upward trend in popularity and sales. Moreover, the increased promotion of manga and the growing prominence of anime series and movies is driving the market growth further. According to Viz Media statistics released in 2021, the sales of print manga increased by 3.6 million units in the U.S. during the first quarter of 2021 as compared to the same period in 2020.

Manga Market Report Highlights

In terms of content type, the printed content type is anticipated to witness a CAGR of around 16.9% from 2022 to 2030 as several manga enthusiasts still prefer physical copies to keep them as a part of their collection. Besides, the aesthetic elements in the printed books attract enthusiasts as they seek to enjoy and collect high-quality and glossy manga books

The romance and drama segment is anticipated to expand notably with the availability of fascinating content on ideal romances and serious life subjects. The rise in demand for manga content suited for female audiences attributed to the increasing number of female manga readers globally is likely to propel the growth of the segment during the forecast period

Asia Pacific market is expected to expand at a momentous rate from 2022 to 2030 owing to the increasing proliferation of manga as a mainstream entertainment source in Japan and other countries

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research Methodology
- 1.2 Research Scope and Assumptions
- 1.3 List of Data Sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Outlook
- 2.2 Global
 - 2.2.1 Global Manga Market, 2018 - 2030
 - 2.2.2 Global Manga Market, by Region, 2018 - 2030
 - 2.2.3 Global Manga Market, by Content Type, 2018 - 2030
 - 2.2.4 Global Manga Market, by Distribution Channel, 2018 - 2030
 - 2.2.5 Global Manga Market, by Genre, 2018 - 2030
 - 2.2.6 Global Manga Market, by Gender, 2018 - 2030
 - 2.2.7 Global Manga Market, by Audience, 2018 - 2030
- 2.3 Segmental Trends
 - 2.3.1 Content Type
 - 2.3.2 Distribution Channel
 - 2.3.3 Genre
 - 2.3.4 Gender
 - 2.3.5 Audience
 - 2.3.6 Region

CHAPTER 3 MANGA MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Segmentation & Scope
- 3.2 Manga - Market Size and Growth Prospects
- 3.3 Value Chain Analysis
- 3.4 Market Dynamics
 - 3.4.1 Market Drivers
 - 3.4.1.1 Increasing demand for graphic novels across the globe
 - 3.4.1.2 Growing internet penetration and rising demand for digital books
 - 3.4.2 Market Restraints
 - 3.4.2.1 Availability of alternative entertainment sources
 - 3.4.3 Market Opportunity

- 3.4.3.1 Availability of alternative entertainment sources
- 3.5 Business Environment Analysis Tools Industry Analysis - Porter's Five Forces analysis
 - 3.5.1 PEST Analysis
 - 3.5.2 Porter's Five Forces Analysis
- 3.6 Penetration & Growth Prospect Mapping
- 3.7 Key Company Ranking Analysis, 2021
- 3.8 Manga Market- COVID-19 Impact Key Company Ranking Analysis, 2021

CHAPTER 4 MANGA MARKET: CONTENT TYPE OUTLOOK

- 4.1 Manga Market: Type Movement Analysis
- 4.2 Printed
 - 4.2.1 Printed Manga Market, By Region, 2018 - 2030
- 4.3 Digital
 - 4.3.1 Digital Manga Market, By Region, 2018 - 2030

CHAPTER 5 MANGA MARKET: DISTRIBUTION CHANNEL OUTLOOK

- 5.1 Manga Market: Distribution Channel Movement Analysis
- 5.2 Offline
 - 5.2.1 Offline Manga Market, By Region, 2018 - 2030
- 5.3 Online
 - 5.3.1 Online Manga Market, By Region, 2018 - 2030

CHAPTER 6 MANGA MARKET: GENRE OUTLOOK

- 6.1 Manga Market: Genre Movement Analysis
- 6.2 Action and Adventure
 - 6.2.1 Action and Adventure Manga Market, By Region, 2018 - 2030
- 6.3 Sci-Fi and Fantasy
 - 6.3.1 Sci-Fi and Fantasy Manga Market, By Region, 2018 - 2030
- 6.4 Sports
 - 6.4.1 Sports Manga Market, By Region, 2018 - 2030
- 6.5 Romance and Drama
 - 6.5.1 Romance and Drama Manga Market, By Region, 2018 - 2030
- 6.6 Others
 - 6.6.1 Others Manga Market, By Region, 2018 - 2030

CHAPTER 7 MANGA MARKET: GENDER OUTLOOK

7.1 Manga Market: Gender Movement Analysis

7.2 Male

7.2.1 Male Manga Market, By Region, 2018 - 2030

7.3 Female

7.3.1 Female Manga Market, By Region, 2018 - 2030

CHAPTER 8 MANGA MARKET: AUDIENCE OUTLOOK

8.1 Manga Market: Audience Movement Analysis

8.2 Children and Kids

8.2.1 Children and Kids Manga Market, By Region, 2018 - 2030

8.3 Teenagers

8.3.1 Teenagers Manga Market, By Region, 2018 - 2030

8.4 Adults

8.4.1 Adults Manga Market, By Region, 2018 - 2030

CHAPTER 9 MANGA: REGIONAL ESTIMATES & TREND ANALYSIS

9.1 Manga Market Share by Region, 2021 & 2030

9.2 North America

9.2.1 North America Manga Market: Key takeaways

9.2.2 North America Manga Market, By Content Type, 2018 - 2030

9.2.3 North America Manga Market, By Distribution Channel, 2018 - 2030

9.2.4 North America Manga Market, By Genre, 2018 - 2030

9.2.5 North America Manga Market, By Gender, 2018 - 2030

9.2.6 North America Manga Market, By Audience, 2018 - 2030

9.2.7 U.S.

9.2.7.1 U.S. Manga Market, By Content Type, 2018 - 2030

9.2.7.2 U.S. Manga Market, By Distribution Channel, 2018 - 2030

9.2.7.3 U.S. Manga Market, By Genre, 2018 - 2030

9.2.7.4 U.S. Manga Market, By Gender, 2018 - 2030

9.2.7.5 U.S. Manga Market, By Audience, 2018 - 2030

9.2.8 Canada

9.2.8.1 U.S. Manga Market, By Content Type, 2018 - 2030

9.2.8.2 U.S. Manga Market, By Distribution Channel, 2018 - 2030

9.2.8.3 U.S. Manga Market, By Genre, 2018 - 2030

9.2.8.4 U.S. Manga Market, By Gender, 2018 - 2030

9.2.8.5 U.S. Manga Market, By Audience, 2018 - 2030

9.3 Europe

9.3.1 Europe Manga Market: Key takeaways

9.3.2 Europe Manga Market, By Content Type, 2018 - 2030

9.3.3 Europe Manga Market, By Distribution Channel, 2018 - 2030

9.3.4 Europe Manga Market, By Genre, 2018 - 2030

9.3.5 Europe. Manga Market, By Gender, 2018 - 2030

9.3.6 Europe Manga Market, By Audience, 2018 - 2030

9.3.7 U.K.

9.3.7.1 U.K. Manga Market, By Content Type, 2018 - 2030

9.3.7.2 U.K. Manga Market, By Distribution Channel, 2018 - 2030

9.3.7.3 U.K. Manga Market, By Genre, 2018 - 2030

9.3.7.4 U.K. Manga Market, By Gender, 2018 - 2030

9.3.7.5 U.K. Manga Market, By Audience, 2018 - 2030

9.3.8 Germany

9.3.8.1 Germany Manga Market, By Content Type, 2018 - 2030

9.3.8.2 Germany Manga Market, By Distribution Channel, 2018 - 2030

9.3.8.3 Germany Manga Market, By Genre, 2018 - 2030

9.3.8.4 Germany Manga Market, By Gender, 2018 - 2030

9.3.8.5 Germany Manga Market, By Audience, 2018 - 2030

9.4 Asia Pacific

9.4.1 Asia Pacific Manga Market: Key takeaways

9.4.2 Asia Pacific Manga Market, By Content Type, 2018 - 2030

9.4.3 Asia Pacific Manga Market, By Distribution Channel, 2018 - 2030

9.4.4 Asia Pacific Manga Market, By Genre, 2018 - 2030

9.4.5 Asia Pacific Manga Market, By Gender, 2018 - 2030

9.4.6 Asia Pacific Manga Market, By Audience, 2018 - 2030

9.4.7 China

9.4.7.1 China Manga Market, By Content Type, 2018 - 2030

9.4.7.2 China Manga Market, By Distribution Channel, 2018 - 2030

9.4.7.3 China Manga Market, By Genre, 2018 - 2030

9.4.7.4 China Manga Market, By Gender, 2018 - 2030

9.4.7.5 China Manga Market, By Audience, 2018 - 2030

9.4.8 Japan

9.4.8.1 Japan Manga Market, By Content Type, 2018 - 2030

9.4.8.2 Japan Manga Market, By Distribution Channel, 2018 - 2030

9.4.8.3 Japan Manga Market, By Genre, 2018 - 2030

9.4.8.4 Japan Manga Market, By Gender, 2018 - 2030

9.4.8.5 Japan Manga Market, By Audience, 2018 - 2030

9.4.9 India

9.4.9.1 India Manga Market, By Content Type, 2018 - 2030

9.4.9.2 India Manga Market, By Distribution Channel, 2018 - 2030

9.4.9.3 India Manga Market, By Genre, 2018 - 2030

9.4.9.4 India Manga Market, By Gender, 2018 - 2030

9.4.9.5 India Manga Market, By Audience, 2018 - 2030

9.4.10 South Korea

9.4.10.1 South Korea Manga Market, By Content Type, 2018 - 2030

9.4.10.2 South Korea Manga Market, By Distribution Channel, 2018 - 2030

9.4.10.3 South Korea Manga Market, By Genre, 2018 - 2030

9.4.10.4 South Korea Manga Market, By Gender, 2018 - 2030

9.4.10.5 South Korea Manga Market, By Audience, 2018 - 2030

9.5 Latin America

9.5.1 Latin America Manga Market: Key takeaways

9.5.2 Latin America Manga Market, By Content Type, 2018 - 2030

9.5.3 Latin America Manga Market, By Distribution Channel, 2018 - 2030

9.5.4 Latin America Manga Market, By Genre, 2018 - 2030

9.5.5 Latin America Manga Market, By Gender, 2018 - 2030

9.5.6 Latin America Manga Market, By Audience, 2018 - 2030

9.5.7 Brazil

9.5.7.1 Brazil Manga Market, By Content Type, 2018 - 2030

9.5.7.2 Brazil Manga Market, By Distribution Channel, 2018 - 2030

9.5.7.3 Brazil Manga Market, By Genre, 2018 - 2030

9.5.7.4 Brazil Manga Market, By Gender, 2018 - 2030

9.5.7.5 Brazil Manga Market, By Audience, 2018 - 2030

9.6 MEA

9.6.1 MEA Manga Market: Key takeaways

9.6.2 MEA Manga Market, By Content Type, 2018 - 2030

9.6.3 MEA Manga Market, By Distribution Channel, 2018 - 2030

9.6.4 MEA Manga Market, By Genre, 2018 - 2030

9.6.5 MEA Manga Market, By Gender, 2018 - 2030

9.6.6 MEA Manga Market, By Audience, 2018 - 2030

CHAPTER 10 COMPETITIVE LANDSCAPE

10.1 Akita Publishing Co., Ltd.

10.1.1 Company overview

10.1.2 Financial performance

10.1.3 Product benchmarking

- 10.1.4 Recent developments
- 10.2 Bilibili Comics Pte. Ltd.
 - 10.2.1 Company overview
 - 10.2.2 Financial performance
 - 10.2.3 Product benchmarking
 - 10.2.4 Recent developments
- 10.3 Bungeishunj? Ltd.
 - 10.3.1 Company overview
 - 10.3.2 Financial performance
 - 10.3.3 Product benchmarking
 - 10.3.4 Recent developments
- 10.4 GOOD SMILE COMPANY, INC.
 - 10.4.1 Company overview
 - 10.4.2 Financial performance
 - 10.4.3 Product benchmarking
 - 10.4.4 Recent developments
- 10.5 Hitotsubashi Group
 - 10.5.1 Company overview
 - 10.5.2 Financial performance
 - 10.5.3 Product benchmarking
 - 10.5.4 Recent developments
- 10.6 Houbunsha Co., Ltd.
 - 10.6.1 Company overview
 - 10.6.2 Financial performance
 - 10.6.3 Product benchmarking
 - 10.6.4 Recent developments
- 10.7 Kodokawa Corporation
 - 10.7.1 Company overview
 - 10.7.2 Financial performance
 - 10.7.3 Product benchmarking
 - 10.7.4 Recent developments
- 10.8 Kodansha LTD
 - 10.8.1 Company overview
 - 10.8.2 Financial performance
 - 10.8.3 Product benchmarking
 - 10.8.4 Recent developments
- 10.9 Nihon Bungeisha Co., Ltd
 - 10.9.1 Company overview
 - 10.9.2 Financial performance

- 10.9.3 Product benchmarking
- 10.9.4 Recent developments
- 10.10 Seven Seas Entertainment, Inc.
 - 10.10.1 Company overview
 - 10.10.2 Financial performance
 - 10.10.3 Product
 - 10.10.4 Recent developments
- 10.11 Shogakukan Inc.
 - 10.11.1 Company overview
 - 10.11.2 Financial performance
 - 10.11.3 Product benchmarking
 - 10.11.4 Recent developments
- 10.12 Shueisha, Inc.
 - 10.12.1 Company overview
 - 10.12.2 Financial performance
 - 10.12.3 Product benchmarking
 - 10.12.4 Recent developments
- 10.13 VIZ, Inc.
 - 10.13.1 Company overview
 - 10.13.2 Financial performance
 - 10.13.3 Product benchmarking
 - 10.13.4 Recent developments
- 10.14 Yen Press LLC
 - 10.14.1 Company overview
 - 10.14.2 Financial performance
 - 10.14.3 Product benchmarking
 - 10.14.4 Recent developments

List Of Tables

LIST OF TABLES

Table 1 Manga market - Industry Snapshot & Key Buying Criteria, 2018 - 2030

Table 2 Global Manga Market, 2018 - 2030 (USD Million)

Table 3 Global Manga Market, by Region, 2018 - 2030 (USD Million)

Table 4 Global Manga Market, by content type, 2018 - 2030 (USD Million)

Table 5 Global Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)

Table 6 Global Manga Market, by Genre, 2018 - 2030 (USD Million)

Table 7 Global Manga Market, by Gender, 2018 - 2030 (USD Million)

Table 8 Global Manga Market, by Audience, 2018 - 2030 (USD Million)

Table 9 Key Market Driver Impact

Table 10 Key Market Restraint Impact

Table 11 Key Market Opportunity Impact

Table 12 Key Company Analysis

Table 13 Printed Manga Market, by Region, 2018 - 2030 (USD Million)

Table 14 Digital Manga Market, by Region, 2018 - 2030 (USD Million)

Table 15 Offline Manga Market, by Region, 2018 - 2030 (USD Million)

Table 16 Online Manga Market, by Region, 2018 - 2030 (USD Million)

Table 17 Action and Adventure Manga Market, by Region, 2018 - 2030 (USD Million)

Table 18 Sci-Fi and Fantasy Manga Market, by Region, 2018 - 2030 (USD Million)

Table 19 Sports Manga Market, by Region, 2018 - 2030 (USD Million)

Table 20 Romance and Drama Manga Market, by Region, 2018 - 2030 (USD Million)

Table 21 Others Manga Market, by Region, 2018 - 2030 (USD Million)

Table 22 Male Manga Market, by Region, 2018 - 2030 (USD Million)

Table 23 Female Manga Market, by Region, 2018 - 2030 (USD Million)

Table 24 Children & Kids Manga Market, by Region, 2018 - 2030 (USD Million)

Table 25 Teenagers Manga Market, by Region, 2018 - 2030 (USD Million)

Table 26 Adults Manga Market, by Region, 2018 - 2030 (USD Million)

Table 27 North America Manga Market, by Content Type, 2018 - 2030 (USD Million)

Table 28 North America Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)

Table 29 North America Manga Market, by Genre, 2018 - 2030 (USD Million)

Table 30 North America Manga Market, by Gender, 2018 - 2030 (USD Million)

Table 31 North America Manga Market, by Audience, 2018 - 2030 (USD Million)

Table 32 U.S. Manga Market, by Content Type, 2018 - 2030 (USD Million)

Table 33 U.S. Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)

Table 34 U.S. Manga Market, by Genre, 2018 - 2030 (USD Million)

- Table 35 U.S. Manga Market, by Gender, 2018 - 2030 (USD Million)
- Table 36 U.S. Manga Market, by Audience, 2018 - 2030 (USD Million)
- Table 37 Europe Manga Market, by Content Type, 2018 - 2030 (USD Million)
- Table 38 Europe Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)
- Table 39 Europe Manga Market, by Genre, 2018 - 2030 (USD Million)
- Table 40 Europe Manga Market, by Gender, 2018 - 2030 (USD Million)
- Table 41 Europe Manga Market, by Audience, 2018 - 2030 (USD Million)
- Table 42 U.K. Manga Market, by Content Type, 2018 - 2030 (USD Million)
- Table 43 U.K. Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)
- Table 44 U.K. Manga Market, by Genre, 2018 - 2030 (USD Million)
- Table 45 U.K. Manga Market, by Gender, 2018 - 2030 (USD Million)
- Table 46 U.K. Manga Market, by Audience, 2018 - 2030 (USD Million)
- Table 47 Germany Manga Market, by Content Type, 2018 - 2030 (USD Million)
- Table 48 Germany Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)
- Table 49 Germany Manga Market, by Genre, 2018 - 2030 (USD Million)
- Table 50 Germany Manga Market, by Gender, 2018 - 2030 (USD Million)
- Table 51 Germany Manga Market, by Audience, 2018 - 2030 (USD Million)
- Table 52 Asia Pacific Manga Market, by Content Type, 2018 - 2030 (USD Million)
- Table 53 Asia Pacific Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)
- Table 54 Asia Pacific Manga Market, by Genre, 2018 - 2030 (USD Million)
- Table 55 Asia Pacific Manga Market, by Gender, 2018 - 2030 (USD Million)
- Table 56 Asia Pacific Manga Market, by Audience, 2018 - 2030 (USD Million)
- Table 57 China Manga Market, by Content Type, 2018 - 2030 (USD Million)
- Table 58 China Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)
- Table 59 China Manga Market, by Genre, 2018 - 2030 (USD Million)
- Table 60 China Manga Market, by Gender, 2018 - 2030 (USD Million)
- Table 61 China Manga Market, by Audience, 2018 - 2030 (USD Million)
- Table 62 Japan Manga Market, by Content Type, 2018 - 2030 (USD Million)
- Table 63 Japan Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)
- Table 64 Japan Manga Market, by Genre, 2018 - 2030 (USD Million)
- Table 65 Japan Manga Market, by Gender, 2018 - 2030 (USD Million)
- Table 66 Japan Manga Market, by Audience, 2018 - 2030 (USD Million)
- Table 67 India Manga Market, by Content Type, 2018 - 2030 (USD Million)
- Table 68 India Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)
- Table 69 India Manga Market, by Genre, 2018 - 2030 (USD Million)
- Table 70 India Manga Market, by Gender, 2018 - 2030 (USD Million)
- Table 71 India Manga Market, by Audience, 2018 - 2030 (USD Million)
- Table 72 South Korea Manga Market, by Content Type, 2018 - 2030 (USD Million)
- Table 73 South Korea Manga Market, by Distribution Channel, 2018 - 2030 (USD

Million)

Table 74 South Korea Manga Market, by Genre, 2018 - 2030 (USD Million)

Table 75 South Korea Manga Market, by Gender, 2018 - 2030 (USD Million)

Table 76 South Korea Manga Market, by Audience, 2018 - 2030 (USD Million)

Table 77 Latin America Manga Market, by Content Type, 2018 - 2030 (USD Million)

Table 78 Latin America Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)

Table 79 Latin America Manga Market, by Genre, 2018 - 2030 (USD Million)

Table 80 Latin America Manga Market, by Gender, 2018 - 2030 (USD Million)

Table 81 Latin America Manga Market, by Audience, 2018 - 2030 (USD Million)

Table 82 Brazil Manga Market, by Content Type, 2018 - 2030 (USD Million)

Table 83 Brazil Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)

Table 84 Brazil Manga Market, by Genre, 2018 - 2030 (USD Million)

Table 85 Brazil Manga Market, by Gender, 2018 - 2030 (USD Million)

Table 86 Brazil Manga Market, by Audience, 2018 - 2030 (USD Million)

Table 87 MEA Manga Market, by Content Type, 2018 - 2030 (USD Million)

Table 88 MEA Manga Market, by Distribution Channel, 2018 - 2030 (USD Million)

Table 89 MEA Manga Market, by Genre, 2018 - 2030 (USD Million)

Table 90 MEA Manga Market, by Gender, 2018 - 2030 (USD Million)

Table 91 MEA Manga Market, by Audience, 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Content Type Capacity Analysis
- Fig. 2 Distribution Channel Analysis
- Fig. 3 Genre Analysis
- Fig. 4 Gender Analysis
- Fig. 5 Audience Analysis
- Fig. 6 Regional Analysis
- Fig. 7 Manga Market Segmentation
- Fig. 8 Manga Market- Size and Growth Prospects
- Fig. 9 Value Chain Analysis
- Fig. 10 Manga Market Dynamics
- Fig. 11 Penetration & Growth Prospect Mapping
- Fig. 12 Content Type Movement Analysis 2021 & 2030 (USD Million)
- Fig. 13 Distribution Channel Movement Analysis 2021 & 2030 (USD Million)
- Fig. 14 Genre Movement Analysis 2021 & 2030 (USD Million)
- Fig. 15 Gender Movement Analysis 2021 & 2030 (USD Million)
- Fig. 16 Audience Movement Analysis 2021 & 2030 (USD Million)
- Fig. 17 Manga Market: Regional Outlook
- Fig. 18 Manga market share by Region,2021 & 2030
- Fig. 19 North America: Key Takeaways
- Fig. 20 Europe: Key Takeaways
- Fig. 21 Asia Pacific: Key Takeaways
- Fig. 22 Latin America: Key Takeaways
- Fig. 23 MEA: Key Takeaways

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