

Webtoons Market Size, Share & Trends Analysis Report By Type, By Platform (Mobile & Tablets, Laptop & Computers, Television), By Monetization Model, By Demographic, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Webtoons Market Growth & Trends

The global webtoons market is anticipated to reach USD 45.30 billion by 2030 and is projected to grow at CAGR of 27.3% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market growth is driven by a surge in digital content consumption and changing preferences among readers. The unique vertical-scroll format of webtoons has played a pivotal role in attracting a diverse audience globally, unlike traditional comics webtoons are optimized for mobile viewing, making them easily accessible and appealing to users on various platforms. The key driver of the market growth is the rise in smartphone usage, providing readers with convenient access to vast array of comics. In addition, the expansion of online platforms and dedicated apps has created a robust ecosystem for creators to showcase their work and for audiences to discover new content easily.

The globalization of the market, facilitated by translation services, has further broadened their reach. Genres like romance have particularly flourished, connecting with audiences across cultures. Collaborations between platforms and international creators have helped in diversifying content and attracting a more extensive fan base. Monetization strategies, such as freemium models and digital subscriptions, have contributed to the economic success of the market. Creators often leverage

crowdfunding and merchandise sales enhancing their financial sustainability. As technology continues to advance and storytelling evolves, the market is poised for continued growth. The industry's ability to adapt to changing consumer behaviors and explore innovative narrative formats will likely be crucial in maintaining its upward trajectory.

The market growth is intertwined with the expanding influence of social media. Platforms like Instagram, Twitter (X), and TikTok serve as powerful tools for creators to promote their webtoons, fostering a sense of community and engagement. Collaboration between platforms and other entertainment industries such as animation and gaming, have emerged as another growth avenue. Successful webtoons are increasingly being adapted into animated series or games, creating additional revenue streams, and increasing overall visibility. The competitive landscape has witnessed the emergence of both established publishing companies and independent creators, contributing to a diverse range of content. This variety caters to different tastes and ensures a dynamic market where new voices and narratives can thrive.

Webtoons Market Report Highlights

Based on type, the romance segment is expected to growth at a significant CAGR during the forecast period. The growth of the segment often depends on trends, audience preferences and platform development

Based on platform, the mobile and tablets segment have experienced significant growth which is driven by increasing smartphone usage, and the popularity of digital content. Factors such as convenience, accessibility, and diverse storytelling formats contribute to the expanding market

Based on monetizing model, the subscription model segment has shown success in the market, providing a steady revenue stream for platforms, with the growing popularity of digital content consumption, the market is expected to continue its upward trajectory driven by diverse storytelling and global accessibility

Based on demographic/age, the 25 to 35 years segment led the market with the largest revenue share of 43.7% in 2023, due to increased digital engagement among the audience. Factors like accessible platforms and diverse content contributed to the market growth

Asia Pacific has experienced significant market growth due to increasing internet penetration, smartphone usage, and a growing demand for digital content. Factors like diverse storytelling, cultural relevance and accessibility contribute to the popularity of webtoons in the region.

In February 2023, Webtoon in collaboration with Archie Comics announced the new episode launching of Big Ethel Energy, created by writer Keryl Brown Ahmed and lead artist Siobhan Keenan, Big Ethel Energy updates the classic character for a new generation of comic fans

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