

Global Chinese Online Literature Going Overseas Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Chinese Online Literature Going Overseas market size is predicted to grow from US\$ 1037 million in 2025 to US\$ 4615 million in 2032; it is expected to grow at a CAGR of 24.2% from 2026 to 2032.

Chinese online literary works have been translated into more than 20 languages, covering over 40 countries and regions in Southeast Asia, North America, Europe and Africa. Online novels with distinctive Chinese features, characterized by imaginative story plots and a strong sense of immersion, have emerged as important ways for cross-cultural communication. Through the web novels, overseas readers could learn more about Chinese cultural elements and core values, as well as realize the different cultural origins and ways of thinking between China and the West.

The number of online literature authors in China reached 24.05 million, the number of online literature works reached 36.2 million, and the number of online literature users reached 537 million, a year-on-year increase of 9 percent, which means half of Chinese internet users read online literature. Online novels, games and film and television works have developed into the "troika" of Chinese culture going overseas, according to the 2023 Report on the Development of Chinese Online Literature released by the Institute of Literature, Chinese Academy of Social Sciences (CASS) on Monday.

LPI (LP Information)' newest research report, the 'Chinese Online Literature Going Overseas Industry Forecast' looks at past sales and reviews total world Chinese Online Literature Going Overseas sales in 2025, providing a comprehensive analysis by region and market sector of projected Chinese Online Literature Going Overseas sales for 2026 through 2032. With Chinese Online Literature Going Overseas sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$

millions of the world Chinese Online Literature Going Overseas industry.

This Insight Report provides a comprehensive analysis of the global Chinese Online Literature Going Overseas landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Chinese Online Literature Going Overseas portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Chinese Online Literature Going Overseas market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Chinese Online Literature Going Overseas and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Chinese Online Literature Going Overseas.

This report presents a comprehensive overview, market shares, and growth opportunities of Chinese Online Literature Going Overseas market by product type, application, key players and key regions and countries.

Segmentation by Type:

Publishing Authorization

Translation Overseas

Model Overseas

Segmentation by Application:

iOS

Android

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

China Literature Limited (Yuewen)

ChineseAll Digital Publishing Group Co. Ltd

IReader Technology Co., Ltd.

Hangzhou Anysoft

A8 New Media Group

Shanghai Qtech Ltd (Qutoutiao)

CooTek

Kaixing Culture Holding Co., Ltd

Naver

Kakao

Inkitt

Dreame

GoodNovel

Audible

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