

Global Comics App Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Comics App market size is predicted to grow from US\$ 5678 million in 2025 to US\$ 10080 million in 2032; it is expected to grow at a CAGR of 8.7% from 2026 to 2032.

A Comics App is a digital platform or mobile application designed to provide access to comic books, graphic novels, and manga for reading, purchasing, and sometimes even creating or sharing. These apps typically offer a wide range of features to enhance the reading experience and make comic content more accessible. Users can browse and read from a vast collection of comics, which might include different genres such as superhero, fantasy, horror, and more. Some apps offer free comics while others have premium content available through in-app purchases, subscriptions, or pay-per-issue models.

The comics app industry is witnessing pronounced trends driven by technology integration and evolving user demands: AI applications are rapidly penetrating the sector, with 80% of platforms expected to adopt AI for script generation and personalized recommendations by 2025, while VR/AR technologies are creating immersive experience. Business models are shifting toward diversification, with subscription users accounting for 28% in 2025, complemented by growing ad revenue and booming IP derivative development. Additionally, vertical content segmentation and mobile-optimized vertical scrolling formats have become mainstream. Opportunities abound in global expansion, especially in emerging markets like Southeast Asia and the Middle East; meanwhile, the UGC ecosystem thrives—Webtoon has 24 million creators and 55 million works—and niche segments like family shared reading and professional creation tools offer new growth avenues. However, the industry faces notable challenges: copyright infringement remains rampant, with 2022 infringement cases up

30% year-on-year, despite strengthened legal efforts; content homogenization is severe, as urban, romance, and fantasy genres account for over 80% of the market, while original works only make up 20%; stringent content censorship has lowered approval rates to 60%, and user data security risks persist.

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

This Insight Report provides a comprehensive analysis of the global Comics App 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 Comics App portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Comics App market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Comics App 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 Comics App.

This report presents a comprehensive overview, market shares, and growth opportunities of Comics App market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-based

On-premises

Segmentation by Application:

Adult

Child

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.

WEBTOON?NAVER WEBTOON?

Tapas(Tapas Entertainment Inc)

Tappytoon(Contents First Inc)

Shonen Jump Manga & Comics?Viz Media)

Manta: Comics & Graphic Novels(RIDI Corporation)

Dashtoon(Dashverse)

Pocket Comics (NHN)

Tencent

Kuaikan?Kuaikan World (Beijing) Technology CO.?

MangaToon

MANGA Plus by SHUEISHA

VoyceMe

WebComics

Toonsutra

Manga UP!(SQUARE ENIX Co.,Ltd)

(K MANGA) Kodansha Ltd

KidariStudio

Marvel Unlimited

Ridibooks

Toomics

Manman Manhwa

Dongman Entertainment

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