

Global K-webtoon Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G7600B0DF320EN.html>

Date: August 2026

Pages: 150

Price: US\$ 3,660.00 (Single User License)

ID: G7600B0DF320EN

Abstracts

The global K-webtoon market size is predicted to grow from US\$ 4067 million in 2025 to US\$ 5987 million in 2032; it is expected to grow at a CAGR of 5.8% from 2026 to 2032.

K-webtoon refers to South Korean digital comics, commonly known as webtoons, that are designed specifically for mobile and online platforms. Unlike traditional comics, K-webtoons are typically formatted in a vertical scroll, making them easy to read on smartphones and tablets.

Smartphones have become one of the most accessible sources of entertainment for most people these days. In fact, Zipppia shares that smartphones make up 70% of digital media time in the US, with 83% of that time going to entertainment. Since many users tend to consume content quickly, there's been a rising trend to cater to this phenomenon called "snack culture." The term originated in South Korea, referring to the behavior of going through short-form content rather than deeper reading material. These types of content take on the form of videos that are up to a minute long, including stills such as infographics and webtoons. Webtoons, specifically, are seeing increased demand from all over the world. Because of this, many companies are jumping into the webtoon business to use as marketing and boost sales.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for K-webtoon 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 K-webtoon.

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

Segmentation by Type:

Subscription Based

Advertisement Based

Segmentation by Application:

Mobile Phone

PC/Notebook

Tablet Computer

Others

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.

Naver

Kakao

Comico (NHN)

KidariStudio

Ridibooks (RIDI Corp)

Tencent

Webcomics (SideWalk Group)

Tappytoon

Kuaikan

Izneo Webtoon

Toomics (Terapin Studios)

MangaToon

Webtoon Factory

Amazia

Manman Manhwa

Mr Blue

Dongman Entertainment

Bilibili Comics

ToryComics

TOPCO

Stela

Graphite

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