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Global Manga Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Manga market size is predicted to grow from US$ million in 2025 to US$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

Manga are comics or graphic novels originating from Japan.

The growth can be ascribed to the increasing popularity of graphic reading content comprising exciting stories and attractive visuals.

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

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

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

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current state and future trajectory in the global Manga.

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

Segmentation by Type:

Printed

Digital

Segmentation by Application:

Children and Kids (Aged below 10 years)

Teenagers (Aged between 10 to 16 years)

Adults (Aged above 16 years)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

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- 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.

- Akita Publishing Co., Ltd.

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Bilibili Comics Pte. Ltd.

Bungeishunj? Ltd.

Good Smile Company, Inc.

Hitotsubashi Group

Houbunsha Co., Ltd.

Kadokawa Corporation

Kodansha Ltd.

Nihon Bungeisha Co., Ltd.

Seven Seas Entertainment, Inc.

Shogakukan Inc.

Shueisha Inc.

VIZ, Inc.

Yen Press LLC

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