

Global Webtoons Market Growth (Status and Outlook) 2024-2030

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Abstracts

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A Webtoon is a type of online comic where each chapter is published as a single, vertical strip. They typically have Full Color artwork. Webtoons first originated in Korea and have since spread to other Asian and Western countries.

The global Webtoons market size is projected to grow from US\$ 6244 million in 2024 to US\$ 20790 million in 2030; it is expected to grow at a CAGR of 22.2% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Webtoons Industry Forecast" looks at past sales and reviews total world Webtoons sales in 2022, providing a comprehensive analysis by region and market sector of projected Webtoons sales for 2023 through 2029. With Webtoons sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Webtoons industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Webtoons 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 Webtoons.

Global key players of webtoons include Kakao and Naver. The top two players hold a share about 40%. Asia is the largest market, with a share about 77%. In terms of product type, subscription based is the largest segment, with a share about 67%. And in terms of application, the largest application is mobile phone, with a share about 87%.

This report presents a comprehensive overview, market shares, and growth opportunities of Webtoons 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

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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)

Tappytoon

Tencent

Webcomics (SideWalk Group)

Mr Blue

Kuaikan

Amazia

Izneo Webtoon

Toomics (Terapin Studios)

MangaToon

Manman Manhwa

Dongman Entertainment

Bilibili Comics

ToryComics

Webtoon Factory

Stela

Graphite

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Webtoons Market Size 2019-2030
 - 2.1.2 Webtoons Market Size CAGR by Region (2019 VS 2023 VS 2030)
 - 2.1.3 World Current & Future Analysis for Webtoons by Country/Region, 2019, 2023 & 2030
- 2.2 Webtoons Segment by Type
 - 2.2.1 Subscription Based
 - 2.2.2 Advertisement Based
- 2.3 Webtoons Market Size by Type
 - 2.3.1 Webtoons Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Webtoons Market Size Market Share by Type (2019-2024)
- 2.4 Webtoons Segment by Application
 - 2.4.1 Mobile Phone
 - 2.4.2 PC/Notebook
 - 2.4.3 Tablet Computer
 - 2.4.4 Others
- 2.5 Webtoons Market Size by Application
 - 2.5.1 Webtoons Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Webtoons Market Size Market Share by Application (2019-2024)

3 WEBTOONS MARKET SIZE BY PLAYER

- 3.1 Webtoons Market Size Market Share by Player
 - 3.1.1 Global Webtoons Revenue by Player (2019-2024)

- 3.1.2 Global Webtoons Revenue Market Share by Player (2019-2024)
- 3.2 Global Webtoons Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
 - 3.3.1 Competition Landscape Analysis
 - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 WEBTOONS BY REGION

- 4.1 Webtoons Market Size by Region (2019-2024)
- 4.2 Global Webtoons Annual Revenue by Country/Region (2019-2024)
- 4.3 Americas Webtoons Market Size Growth (2019-2024)
- 4.4 APAC Webtoons Market Size Growth (2019-2024)
- 4.5 Europe Webtoons Market Size Growth (2019-2024)
- 4.6 Middle East & Africa Webtoons Market Size Growth (2019-2024)

5 AMERICAS

- 5.1 Americas Webtoons Market Size by Country (2019-2024)
- 5.2 Americas Webtoons Market Size by Type (2019-2024)
- 5.3 Americas Webtoons Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Webtoons Market Size by Region (2019-2024)
- 6.2 APAC Webtoons Market Size by Type (2019-2024)
- 6.3 APAC Webtoons Market Size by Application (2019-2024)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Webtoons Market Size by Country (2019-2024)
- 7.2 Europe Webtoons Market Size by Type (2019-2024)
- 7.3 Europe Webtoons Market Size by Application (2019-2024)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Webtoons by Region (2019-2024)
- 8.2 Middle East & Africa Webtoons Market Size by Type (2019-2024)
- 8.3 Middle East & Africa Webtoons Market Size by Application (2019-2024)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL WEBTOONS MARKET FORECAST

- 10.1 Global Webtoons Forecast by Region (2025-2030)
 - 10.1.1 Global Webtoons Forecast by Region (2025-2030)
 - 10.1.2 Americas Webtoons Forecast
 - 10.1.3 APAC Webtoons Forecast
 - 10.1.4 Europe Webtoons Forecast
 - 10.1.5 Middle East & Africa Webtoons Forecast
- 10.2 Americas Webtoons Forecast by Country (2025-2030)
 - 10.2.1 United States Market Webtoons Forecast
 - 10.2.2 Canada Market Webtoons Forecast

- 10.2.3 Mexico Market Webtoons Forecast
- 10.2.4 Brazil Market Webtoons Forecast
- 10.3 APAC Webtoons Forecast by Region (2025-2030)
 - 10.3.1 China Webtoons Market Forecast
 - 10.3.2 Japan Market Webtoons Forecast
 - 10.3.3 Korea Market Webtoons Forecast
 - 10.3.4 Southeast Asia Market Webtoons Forecast
 - 10.3.5 India Market Webtoons Forecast
 - 10.3.6 Australia Market Webtoons Forecast
- 10.4 Europe Webtoons Forecast by Country (2025-2030)
 - 10.4.1 Germany Market Webtoons Forecast
 - 10.4.2 France Market Webtoons Forecast
 - 10.4.3 UK Market Webtoons Forecast
 - 10.4.4 Italy Market Webtoons Forecast
 - 10.4.5 Russia Market Webtoons Forecast
- 10.5 Middle East & Africa Webtoons Forecast by Region (2025-2030)
 - 10.5.1 Egypt Market Webtoons Forecast
 - 10.5.2 South Africa Market Webtoons Forecast
 - 10.5.3 Israel Market Webtoons Forecast
 - 10.5.4 Turkey Market Webtoons Forecast
- 10.6 Global Webtoons Forecast by Type (2025-2030)
- 10.7 Global Webtoons Forecast by Application (2025-2030)
 - 10.7.1 GCC Countries Market Webtoons Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Naver
 - 11.1.1 Naver Company Information
 - 11.1.2 Naver Webtoons Product Offered
 - 11.1.3 Naver Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.1.4 Naver Main Business Overview
 - 11.1.5 Naver Latest Developments
- 11.2 Kakao
 - 11.2.1 Kakao Company Information
 - 11.2.2 Kakao Webtoons Product Offered
 - 11.2.3 Kakao Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.2.4 Kakao Main Business Overview
 - 11.2.5 Kakao Latest Developments
- 11.3 Comico (NHN)

- 11.3.1 Comico (NHN) Company Information
- 11.3.2 Comico (NHN) Webtoons Product Offered
- 11.3.3 Comico (NHN) Webtoons Revenue, Gross Margin and Market Share (2019-2024)
- 11.3.4 Comico (NHN) Main Business Overview
- 11.3.5 Comico (NHN) Latest Developments
- 11.4 KidariStudio
 - 11.4.1 KidariStudio Company Information
 - 11.4.2 KidariStudio Webtoons Product Offered
 - 11.4.3 KidariStudio Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.4.4 KidariStudio Main Business Overview
 - 11.4.5 KidariStudio Latest Developments
- 11.5 Ridibooks (RIDI Corp)
 - 11.5.1 Ridibooks (RIDI Corp) Company Information
 - 11.5.2 Ridibooks (RIDI Corp) Webtoons Product Offered
 - 11.5.3 Ridibooks (RIDI Corp) Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.5.4 Ridibooks (RIDI Corp) Main Business Overview
 - 11.5.5 Ridibooks (RIDI Corp) Latest Developments
- 11.6 Tappytoon
 - 11.6.1 Tappytoon Company Information
 - 11.6.2 Tappytoon Webtoons Product Offered
 - 11.6.3 Tappytoon Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.6.4 Tappytoon Main Business Overview
 - 11.6.5 Tappytoon Latest Developments
- 11.7 Tencent
 - 11.7.1 Tencent Company Information
 - 11.7.2 Tencent Webtoons Product Offered
 - 11.7.3 Tencent Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.7.4 Tencent Main Business Overview
 - 11.7.5 Tencent Latest Developments
- 11.8 Webcomics (SideWalk Group)
 - 11.8.1 Webcomics (SideWalk Group) Company Information
 - 11.8.2 Webcomics (SideWalk Group) Webtoons Product Offered
 - 11.8.3 Webcomics (SideWalk Group) Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.8.4 Webcomics (SideWalk Group) Main Business Overview
 - 11.8.5 Webcomics (SideWalk Group) Latest Developments
- 11.9 Mr Blue

- 11.9.1 Mr Blue Company Information
- 11.9.2 Mr Blue Webtoons Product Offered
- 11.9.3 Mr Blue Webtoons Revenue, Gross Margin and Market Share (2019-2024)
- 11.9.4 Mr Blue Main Business Overview
- 11.9.5 Mr Blue Latest Developments
- 11.10 Kuaikan
 - 11.10.1 Kuaikan Company Information
 - 11.10.2 Kuaikan Webtoons Product Offered
 - 11.10.3 Kuaikan Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.10.4 Kuaikan Main Business Overview
 - 11.10.5 Kuaikan Latest Developments
- 11.11 Amazia
 - 11.11.1 Amazia Company Information
 - 11.11.2 Amazia Webtoons Product Offered
 - 11.11.3 Amazia Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.11.4 Amazia Main Business Overview
 - 11.11.5 Amazia Latest Developments
- 11.12 Izneo Webtoon
 - 11.12.1 Izneo Webtoon Company Information
 - 11.12.2 Izneo Webtoon Webtoons Product Offered
 - 11.12.3 Izneo Webtoon Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.12.4 Izneo Webtoon Main Business Overview
 - 11.12.5 Izneo Webtoon Latest Developments
- 11.13 Toomics (Terapin Studios)
 - 11.13.1 Toomics (Terapin Studios) Company Information
 - 11.13.2 Toomics (Terapin Studios) Webtoons Product Offered
 - 11.13.3 Toomics (Terapin Studios) Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.13.4 Toomics (Terapin Studios) Main Business Overview
 - 11.13.5 Toomics (Terapin Studios) Latest Developments
- 11.14 MangaToon
 - 11.14.1 MangaToon Company Information
 - 11.14.2 MangaToon Webtoons Product Offered
 - 11.14.3 MangaToon Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.14.4 MangaToon Main Business Overview
 - 11.14.5 MangaToon Latest Developments
- 11.15 Manman Manhua

- 11.15.1 Manman Manhwa Company Information
- 11.15.2 Manman Manhwa Webtoons Product Offered
- 11.15.3 Manman Manhwa Webtoons Revenue, Gross Margin and Market Share (2019-2024)
- 11.15.4 Manman Manhwa Main Business Overview
- 11.15.5 Manman Manhwa Latest Developments
- 11.16 Dongman Entertainment
 - 11.16.1 Dongman Entertainment Company Information
 - 11.16.2 Dongman Entertainment Webtoons Product Offered
 - 11.16.3 Dongman Entertainment Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.16.4 Dongman Entertainment Main Business Overview
 - 11.16.5 Dongman Entertainment Latest Developments
- 11.17 Bilibili Comics
 - 11.17.1 Bilibili Comics Company Information
 - 11.17.2 Bilibili Comics Webtoons Product Offered
 - 11.17.3 Bilibili Comics Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.17.4 Bilibili Comics Main Business Overview
 - 11.17.5 Bilibili Comics Latest Developments
- 11.18 ToryComics
 - 11.18.1 ToryComics Company Information
 - 11.18.2 ToryComics Webtoons Product Offered
 - 11.18.3 ToryComics Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.18.4 ToryComics Main Business Overview
 - 11.18.5 ToryComics Latest Developments
- 11.19 Webtoon Factory
 - 11.19.1 Webtoon Factory Company Information
 - 11.19.2 Webtoon Factory Webtoons Product Offered
 - 11.19.3 Webtoon Factory Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.19.4 Webtoon Factory Main Business Overview
 - 11.19.5 Webtoon Factory Latest Developments
- 11.20 Stela
 - 11.20.1 Stela Company Information
 - 11.20.2 Stela Webtoons Product Offered
 - 11.20.3 Stela Webtoons Revenue, Gross Margin and Market Share (2019-2024)
 - 11.20.4 Stela Main Business Overview

11.20.5 Stela Latest Developments

11.21 Graphite

11.21.1 Graphite Company Information

11.21.2 Graphite Webtoons Product Offered

11.21.3 Graphite Webtoons Revenue, Gross Margin and Market Share (2019-2024)

11.21.4 Graphite Main Business Overview

11.21.5 Graphite Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Webtoons Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ millions)

Table 2. Webtoons Annual Sales CAGR by Country/Region (2019, 2023 & 2030) & (\$ millions)

Table 3. Major Players of Subscription Based

Table 4. Major Players of Advertisement Based

Table 5. Webtoons Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ millions)

Table 6. Global Webtoons Market Size by Type (2019-2024) & (\$ millions)

Table 7. Global Webtoons Market Size Market Share by Type (2019-2024)

Table 8. Webtoons Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ millions)

Table 9. Global Webtoons Market Size by Application (2019-2024) & (\$ millions)

Table 10. Global Webtoons Market Size Market Share by Application (2019-2024)

Table 11. Global Webtoons Revenue by Player (2019-2024) & (\$ millions)

Table 12. Global Webtoons Revenue Market Share by Player (2019-2024)

Table 13. Webtoons Key Players Head office and Products Offered

Table 14. Webtoons Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Webtoons Market Size by Region (2019-2024) & (\$ millions)

Table 18. Global Webtoons Market Size Market Share by Region (2019-2024)

Table 19. Global Webtoons Revenue by Country/Region (2019-2024) & (\$ millions)

Table 20. Global Webtoons Revenue Market Share by Country/Region (2019-2024)

Table 21. Americas Webtoons Market Size by Country (2019-2024) & (\$ millions)

Table 22. Americas Webtoons Market Size Market Share by Country (2019-2024)

Table 23. Americas Webtoons Market Size by Type (2019-2024) & (\$ millions)

Table 24. Americas Webtoons Market Size Market Share by Type (2019-2024)

Table 25. Americas Webtoons Market Size by Application (2019-2024) & (\$ millions)

Table 26. Americas Webtoons Market Size Market Share by Application (2019-2024)

Table 27. APAC Webtoons Market Size by Region (2019-2024) & (\$ millions)

Table 28. APAC Webtoons Market Size Market Share by Region (2019-2024)

Table 29. APAC Webtoons Market Size by Type (2019-2024) & (\$ millions)

Table 30. APAC Webtoons Market Size by Application (2019-2024) & (\$ millions)

Table 31. Europe Webtoons Market Size by Country (2019-2024) & (\$ millions)

Table 32. Europe Webtoons Market Size Market Share by Country (2019-2024)

- Table 33. Europe Webtoons Market Size by Type (2019-2024) & (\$ millions)
- Table 34. Europe Webtoons Market Size by Application (2019-2024) & (\$ millions)
- Table 35. Middle East & Africa Webtoons Market Size by Region (2019-2024) & (\$ millions)
- Table 36. Middle East & Africa Webtoons Market Size by Type (2019-2024) & (\$ millions)
- Table 37. Middle East & Africa Webtoons Market Size by Application (2019-2024) & (\$ millions)
- Table 38. Key Market Drivers & Growth Opportunities of Webtoons
- Table 39. Key Market Challenges & Risks of Webtoons
- Table 40. Key Industry Trends of Webtoons
- Table 41. Global Webtoons Market Size Forecast by Region (2025-2030) & (\$ millions)
- Table 42. Global Webtoons Market Size Market Share Forecast by Region (2025-2030)
- Table 43. Global Webtoons Market Size Forecast by Type (2025-2030) & (\$ millions)
- Table 44. Global Webtoons Market Size Forecast by Application (2025-2030) & (\$ millions)
- Table 45. Naver Details, Company Type, Webtoons Area Served and Its Competitors
- Table 46. Naver Webtoons Product Offered
- Table 47. Naver Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 48. Naver Main Business
- Table 49. Naver Latest Developments
- Table 50. Kakao Details, Company Type, Webtoons Area Served and Its Competitors
- Table 51. Kakao Webtoons Product Offered
- Table 52. Kakao Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 53. Kakao Main Business
- Table 54. Kakao Latest Developments
- Table 55. Comico (NHN) Details, Company Type, Webtoons Area Served and Its Competitors
- Table 56. Comico (NHN) Webtoons Product Offered
- Table 57. Comico (NHN) Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 58. Comico (NHN) Main Business
- Table 59. Comico (NHN) Latest Developments
- Table 60. KidariStudio Details, Company Type, Webtoons Area Served and Its Competitors
- Table 61. KidariStudio Webtoons Product Offered
- Table 62. KidariStudio Webtoons Revenue (\$ million), Gross Margin and Market Share

(2019-2024)

Table 63. KidariStudio Main Business

Table 64. KidariStudio Latest Developments

Table 65. Ridibooks (RIDI Corp) Details, Company Type, Webtoons Area Served and Its Competitors

Table 66. Ridibooks (RIDI Corp) Webtoons Product Offered

Table 67. Ridibooks (RIDI Corp) Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 68. Ridibooks (RIDI Corp) Main Business

Table 69. Ridibooks (RIDI Corp) Latest Developments

Table 70. Tappytoon Details, Company Type, Webtoons Area Served and Its Competitors

Table 71. Tappytoon Webtoons Product Offered

Table 72. Tappytoon Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 73. Tappytoon Main Business

Table 74. Tappytoon Latest Developments

Table 75. Tencent Details, Company Type, Webtoons Area Served and Its Competitors

Table 76. Tencent Webtoons Product Offered

Table 77. Tencent Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 78. Tencent Main Business

Table 79. Tencent Latest Developments

Table 80. Webcomics (SideWalk Group) Details, Company Type, Webtoons Area Served and Its Competitors

Table 81. Webcomics (SideWalk Group) Webtoons Product Offered

Table 82. Webcomics (SideWalk Group) Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 83. Webcomics (SideWalk Group) Main Business

Table 84. Webcomics (SideWalk Group) Latest Developments

Table 85. Mr Blue Details, Company Type, Webtoons Area Served and Its Competitors

Table 86. Mr Blue Webtoons Product Offered

Table 87. Mr Blue Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 88. Mr Blue Main Business

Table 89. Mr Blue Latest Developments

Table 90. Kuaikan Details, Company Type, Webtoons Area Served and Its Competitors

Table 91. Kuaikan Webtoons Product Offered

Table 92. Kuaikan Webtoons Revenue (\$ million), Gross Margin and Market Share

(2019-2024)

Table 93. Kuaikan Main Business

Table 94. Kuaikan Latest Developments

Table 95. Amazia Details, Company Type, Webtoons Area Served and Its Competitors

Table 96. Amazia Webtoons Product Offered

Table 97. Amazia Webtoons Revenue (\$ million), Gross Margin and Market Share

(2019-2024)

Table 98. Amazia Main Business

Table 99. Amazia Latest Developments

Table 100. Izneo Webtoon Details, Company Type, Webtoons Area Served and Its Competitors

Table 101. Izneo Webtoon Webtoons Product Offered

Table 102. Izneo Webtoon Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 103. Izneo Webtoon Main Business

Table 104. Izneo Webtoon Latest Developments

Table 105. Toomics (Terapin Studios) Details, Company Type, Webtoons Area Served and Its Competitors

Table 106. Toomics (Terapin Studios) Webtoons Product Offered

Table 107. Toomics (Terapin Studios) Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 108. Toomics (Terapin Studios) Main Business

Table 109. Toomics (Terapin Studios) Latest Developments

Table 110. MangaToon Details, Company Type, Webtoons Area Served and Its Competitors

Table 111. MangaToon Webtoons Product Offered

Table 112. MangaToon Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 113. MangaToon Main Business

Table 114. MangaToon Latest Developments

Table 115. Manman Manhwa Details, Company Type, Webtoons Area Served and Its Competitors

Table 116. Manman Manhwa Webtoons Product Offered

Table 117. Manman Manhwa Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 118. Manman Manhwa Main Business

Table 119. Manman Manhwa Latest Developments

Table 120. Dongman Entertainment Details, Company Type, Webtoons Area Served and Its Competitors

- Table 121. Dongman Entertainment Webtoons Product Offered
- Table 122. Dongman Entertainment Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 123. Dongman Entertainment Main Business
- Table 124. Dongman Entertainment Latest Developments
- Table 125. Bilibili Comics Details, Company Type, Webtoons Area Served and Its Competitors
- Table 126. Bilibili Comics Webtoons Product Offered
- Table 127. Bilibili Comics Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 128. Bilibili Comics Main Business
- Table 129. Bilibili Comics Latest Developments
- Table 130. ToryComics Details, Company Type, Webtoons Area Served and Its Competitors
- Table 131. ToryComics Webtoons Product Offered
- Table 132. ToryComics Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 133. ToryComics Main Business
- Table 134. ToryComics Latest Developments
- Table 135. Webtoon Factory Details, Company Type, Webtoons Area Served and Its Competitors
- Table 136. Webtoon Factory Webtoons Product Offered
- Table 137. Webtoon Factory Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 138. Webtoon Factory Main Business
- Table 139. Webtoon Factory Latest Developments
- Table 140. Stela Details, Company Type, Webtoons Area Served and Its Competitors
- Table 141. Stela Webtoons Product Offered
- Table 142. Stela Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 143. Stela Main Business
- Table 144. Stela Latest Developments
- Table 145. Graphite Details, Company Type, Webtoons Area Served and Its Competitors
- Table 146. Graphite Webtoons Product Offered
- Table 147. Graphite Webtoons Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 148. Graphite Main Business
- Table 149. Graphite Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Webtoons Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Webtoons Market Size Growth Rate 2019-2030 (\$ millions)
- Figure 6. Webtoons Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Figure 7. Webtoons Sales Market Share by Country/Region (2023)
- Figure 8. Webtoons Sales Market Share by Country/Region (2019, 2023 & 2030)
- Figure 9. Global Webtoons Market Size Market Share by Type in 2023
- Figure 10. Webtoons in Mobile Phone
- Figure 11. Global Webtoons Market: Mobile Phone (2019-2024) & (\$ millions)
- Figure 12. Webtoons in PC/Notebook
- Figure 13. Global Webtoons Market: PC/Notebook (2019-2024) & (\$ millions)
- Figure 14. Webtoons in Tablet Computer
- Figure 15. Global Webtoons Market: Tablet Computer (2019-2024) & (\$ millions)
- Figure 16. Webtoons in Others
- Figure 17. Global Webtoons Market: Others (2019-2024) & (\$ millions)
- Figure 18. Global Webtoons Market Size Market Share by Application in 2023
- Figure 19. Global Webtoons Revenue Market Share by Player in 2023
- Figure 20. Global Webtoons Market Size Market Share by Region (2019-2024)
- Figure 21. Americas Webtoons Market Size 2019-2024 (\$ millions)
- Figure 22. APAC Webtoons Market Size 2019-2024 (\$ millions)
- Figure 23. Europe Webtoons Market Size 2019-2024 (\$ millions)
- Figure 24. Middle East & Africa Webtoons Market Size 2019-2024 (\$ millions)
- Figure 25. Americas Webtoons Value Market Share by Country in 2023
- Figure 26. United States Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 27. Canada Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 28. Mexico Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 29. Brazil Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 30. APAC Webtoons Market Size Market Share by Region in 2023
- Figure 31. APAC Webtoons Market Size Market Share by Type (2019-2024)
- Figure 32. APAC Webtoons Market Size Market Share by Application (2019-2024)
- Figure 33. China Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 34. Japan Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 35. South Korea Webtoons Market Size Growth 2019-2024 (\$ millions)

- Figure 36. Southeast Asia Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 37. India Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 38. Australia Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 39. Europe Webtoons Market Size Market Share by Country in 2023
- Figure 40. Europe Webtoons Market Size Market Share by Type (2019-2024)
- Figure 41. Europe Webtoons Market Size Market Share by Application (2019-2024)
- Figure 42. Germany Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 43. France Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 44. UK Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 45. Italy Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 46. Russia Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 47. Middle East & Africa Webtoons Market Size Market Share by Region (2019-2024)
- Figure 48. Middle East & Africa Webtoons Market Size Market Share by Type (2019-2024)
- Figure 49. Middle East & Africa Webtoons Market Size Market Share by Application (2019-2024)
- Figure 50. Egypt Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 51. South Africa Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 52. Israel Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 53. Turkey Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 54. GCC Countries Webtoons Market Size Growth 2019-2024 (\$ millions)
- Figure 55. Americas Webtoons Market Size 2025-2030 (\$ millions)
- Figure 56. APAC Webtoons Market Size 2025-2030 (\$ millions)
- Figure 57. Europe Webtoons Market Size 2025-2030 (\$ millions)
- Figure 58. Middle East & Africa Webtoons Market Size 2025-2030 (\$ millions)
- Figure 59. United States Webtoons Market Size 2025-2030 (\$ millions)
- Figure 60. Canada Webtoons Market Size 2025-2030 (\$ millions)
- Figure 61. Mexico Webtoons Market Size 2025-2030 (\$ millions)
- Figure 62. Brazil Webtoons Market Size 2025-2030 (\$ millions)
- Figure 63. China Webtoons Market Size 2025-2030 (\$ millions)
- Figure 64. Japan Webtoons Market Size 2025-2030 (\$ millions)
- Figure 65. Korea Webtoons Market Size 2025-2030 (\$ millions)
- Figure 66. Southeast Asia Webtoons Market Size 2025-2030 (\$ millions)
- Figure 67. India Webtoons Market Size 2025-2030 (\$ millions)
- Figure 68. Australia Webtoons Market Size 2025-2030 (\$ millions)
- Figure 69. Germany Webtoons Market Size 2025-2030 (\$ millions)
- Figure 70. France Webtoons Market Size 2025-2030 (\$ millions)
- Figure 71. UK Webtoons Market Size 2025-2030 (\$ millions)

Figure 72. Italy Webtoons Market Size 2025-2030 (\$ millions)

Figure 73. Russia Webtoons Market Size 2025-2030 (\$ millions)

Figure 74. Egypt Webtoons Market Size 2025-2030 (\$ millions)

Figure 75. South Africa Webtoons Market Size 2025-2030 (\$ millions)

Figure 76. Israel Webtoons Market Size 2025-2030 (\$ millions)

Figure 77. Turkey Webtoons Market Size 2025-2030 (\$ millions)

Figure 78. GCC Countries Webtoons Market Size 2025-2030 (\$ millions)

Figure 79. Global Webtoons Market Size Market Share Forecast by Type (2025-2030)

Figure 80. Global Webtoons Market Size Market Share Forecast by Application (2025-2030)

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