

Manga Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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Manga Trends and Forecast

The future of the global manga market looks promising with opportunities in the action & adventure, Sci-Fi & fantasy, sport, and romance & drama markets. The global manga market is expected to reach an estimated \$39.5 billion by 2030 with a CAGR of 17.8% from 2024 to 2030. The major drivers for this market are the increasing use of smartphones and high-speed internet, the rising utilization of manga in digital format, and the growing acceptance of graphic reading material.

Lucintel forecasts that, within the content type category, digital is expected to witness higher growth over the forecast period due to the growing interest from consumers in e-books.

Within this genre category, action & adventure will remain the largest segment due to the rising demand for action games.

In terms of regions, APAC will remain the largest region over the forecast period due to the high frequency and great popularity of manga readership in nations such as China and Japan.

Gain valuable insights for your business decisions with our comprehensive 150+ page report.

Emerging Trends in the Manga Market

The manga market is changing due to the proliferation of the internet, changes in consumer temperaments, and the globalization of Japanese popular culture. The following key trends reflect how the industry is adjusting to these changes and how the future of manga fandoms will evolve around the world.

The Impact of Digitization: Platforms such as Manga Plus, ComiXology, and Webtoon are revolutionizing the way manga readership engages with comics. Cost-effective digital subscriptions are appealing to younger demographics, for whom mobile-first content is quickly becoming the norm. It is no surprise that this trend is increasing the global scope of manga, as fans can now read titles that were previously unavailable in their regions.

Internationalization of Manga: Outside Japan, particularly in Western regions, the appeal of manga is growing. As more foreign publishers release translations, Japanese stories, with the help of local companies, are being tailored to specific regional preferences. Thanks to this trend, a more expansive and varied audience of manga readers has emerged in regions such as the U.S., Europe, and Southeast Asia.

Anime and Manga Connection: There is a growing bond between anime and manga. Since many manga series are adapted into anime, there is increasing interest in the original material as well. To this end, many manga publishers release new material when an anime season is launched, which helps increase the sales of manga in both print and digital formats. This fosters a transmedia fandom culture.

Manga for Women and LGBTQ: There is increasing demand for manga aimed at women, the LGBTQ+ community, and older audiences. Genres like Josei (niche women's manga) and BL (Boys Love) are becoming more popular as publishing companies seek expansion opportunities through different stories to reach diverse audiences.

Use of Subscription and Crowdfunding Models: Both subscription and crowdfunding models are becoming critical in the manga space. Readers can now fund their favorite series through various platforms like Patreon, while subscription models like Shonen Jump+ grant readers easy access to chapters. These models are beneficial for creators, providing a revenue source and

fostering strong connections between fans and creators.

Thanks to digital advances, the manga sector is quickly developing toward globalization and content diversity. The growth of digital services, coupled with the demand for various types of content, is reshaping how manga is read. These trends suggest that the future of manga is increasingly international and inclusive.

Recent Developments in the Manga Market

The manga market is a fast-evolving sector in terms of technological development, consumer tastes, and market structure. These new trends suggest that the popularity of manga is set to grow even further on an international level, and the industry has successfully transitioned to both paper and electronic formats.

Digital Manga Platforms: The emergence of digital manga platforms like Manga Plus, Webtoon, and Crunchyroll has changed how manga is experienced by audiences worldwide. Through these platforms, most titles are released simultaneously in multiple languages, sometimes even providing multilingual access to the entire library. Digital formats have also made manga available where printed distribution was previously inadequate.

Increased Manga Translations: This trend is driven by the global love for manga, which has increased the number of translations and localizations. Publishers are now offering translations from Japanese into English, French, Spanish, and other languages, allowing the comics to reach a wider audience. This trend has led to increased sales and a growing global fan base.

Integration of Manga and Anime: The relationship between Japanese animated series and comic books continues to grow, fueled by the fact that anime adaptations drive more sales for the original manga. Publishers and studios are increasingly releasing manga alongside anime due to the heightened popularity that follows a successful show. The momentum has been strengthened by the international success of anime channels like Netflix and Crunchyroll.

Crowdfunding Support for Creators: Crowdfunding platforms like Kickstarter and Patreon have become prominent features of the manga community. Independent creators and small publishers can fund new series through their followers, allowing them to influence the plot and universe. This model has

become an important outlet for creators and audiences, embracing unorthodox genres and lesser-known authors.

Genre Diversification and Niche Markets: There is a new growth trend in the manga market—genre expansion. Along with classic genres like Shonen for young males, publishers are focusing more on genres like Josei, Shojō, and BL, which appeal to women, older audiences, and LGBTQ+ readers. This diversification makes manga more accessible and broadens the fan base.

The latest trends within the manga market show how flexible and dynamic the sector has become. The growing influence of technology and the focus on foreign markets and multiple genres are driving this change. These developments continue to create new ways for creators and publishers to reach both old and new markets.

Strategic Growth Opportunities for Manga Market

The manga market is on an upward trajectory, driven by technological innovation, shifting consumer preferences, and new distribution channels. Identifying specific growth opportunities can provide valuable insights to publishers, platforms, and creators who wish to capitalize on the growing demand for manga worldwide.

Digital Distribution Expansion: There is significant potential for the development of digital manga platforms due to increasing demand. Platforms like Shonen Jump+ and Manga Plus are available worldwide, and they can target countries where supply is limited. The proliferation of smartphones and expanding internet access will drive further digitization of manga and encourage readership in emerging economies.

Manga Subscription Services: Revenues for publishers come directly from subscription-based models like Shonen Jump's digital service. By providing readers with exclusive material, earlier access to new releases, and ad-free services, these models foster strong loyalty among clients while providing liquidity to creators and publishers. Expanding subscription options could have a positive long-term impact on market growth.

Localization and International Editions: There is significant potential in expanding titles through localized translations and international editions. The number of languages into which manga is translated is growing as publishers

aim to reach international audiences. The appeal of manga may be further enhanced by the availability of localized content, such as region-specific designs or cover art.

Genre Expansion: Publishers can target niche markets and expand their reach by increasing the availability of genres like Josei, BL, and Yuri. Addressing gaps in readership populations, including LGBTQ+ and female demographics, will attract new fan bases and help create a more inclusive manga culture.

Cross-Platform Integration: Integrating manga with anime, gaming, and live-action media will open up new opportunities. Partnerships with streaming services and gaming companies can increase the audience for manga. Manga series can be developed into multi-media franchises and novels, allowing readers to enjoy different forms of media and increasing their engagement with the content.

These strategic growth opportunities explain the evolution of content consumption patterns and the globalization of the manga market. The focus on digital distribution, genre expansion, and cross-platform integration will help ensure the continued growth of manga, both domestically and internationally, across physical and digital mediums.

Manga Market Driver and Challenges

The manga market is influenced by technological, economic, and regulatory drivers, as well as challenges. Understanding these factors is critical to grasping the current dynamics of the industry and the obstacles that manga creators and publishers must navigate in an ever-evolving environment.

The factors driving the manga market include:

Digital Platforms Allow Easier Access to Manga: With the emergence of platforms such as Manga Plus and Webtoon, manga has become much easier to access. These platforms have a global reach, making manga consumption more cost-effective. Additionally, the fact that manga can be read on mobile devices appeals to a younger audience, which is increasingly interested in the genre.

Worldwide Audience Development: One of the key drivers of manga's growth is

its widespread appeal. Markets in the U.S., Europe, and Southeast Asia are expanding rapidly. The growth of manga has been fueled by anime, social media, and fan communities, which have helped spread interest in manga outside of Japan and into diverse global markets.

Manga Translation and Localization Expansion: As demand for manga grows, many publishers have increased the number of translated and localized titles available for international audiences. This creates new opportunities for manga in languages such as English, French, and Spanish. This growth boosts both print and digital sales, further expanding manga's global reach.

Animated Content Available on Subscription Services: The integration of manga with anime has created new opportunities for manga sales through partnerships between publishers and streaming services. These collaborations help increase manga's global footprint by attracting new audiences through anime adaptations.

Sub-Categorization of Manga: A significant contributor to growth is the rise of genres like Josei, BL, and Yuri. While manga initially targeted young male readers with action-adventure genres, publishers are now reaching out to female, LGBTQ+, and older audiences, opening up new markets.

Challenges in the manga market:

Copyright and Piracy Issues: Piracy remains a significant issue in the manga industry, with illegal downloads and free-booting undermining sales. This has led to ongoing battles over intellectual property rights, as publishers attempt to protect their material while providing fans with legal access to manga online.

Barriers of Governance and Censorship: Some regions impose restrictions or regulations that affect the manga sector. For example, certain works may be deemed inappropriate for countries like China due to the sensitive content in the narrative. Such restrictions limit the range of titles available to international readers.

Rivalry from Other Forms of Media: The manga industry faces competition from other forms of entertainment, such as video games, television, and streaming services. As younger audiences increasingly abandon paper-based media in

favor of digital technologies, the manga industry must vie for attention in a crowded media landscape where time and attention are limited.

The growth of the manga market is influenced by expanding digital channels, increasing demand, and broadening genres. However, challenges like piracy, regulatory concerns, and competition from other media must be addressed to fully realize the market's potential. Overcoming these obstacles will help ensure manga's continued appeal in a rapidly evolving entertainment landscape.

List of Manga Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies manga companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the manga companies profiled in this report include-

Akita Publishing

Bilibili Comics

Bungeishunj?

Good Smile Company

Hitotsubashi Group

Houbunsha

Kadokawa Corporation

Kadokawa Corporation

Nihon Bungeisha

Seven Seas Entertainment

Manga by Segment

The study includes a forecast for the global manga by content type, audience, gender, genre, and region.

Manga Market by Content Type [Analysis by Value from 2018 to 2030]:

Printed

Digital

Manga Market by Audience [Analysis by Value from 2018 to 2030]:

Children & Kids

Teenagers

Adults

Manga Market by Gender [Analysis by Value from 2018 to 2030]:

Male

Female

Manga Market by Genre [Analysis by Value from 2018 to 2030]:

Action & Adventure

Sci-Fi & Fantasy

Sports

Romance & Drama

Others

Manga Market by Region [Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Manga Market

The global manga market has witnessed significant growth across its international segments, owing to the increasing interest in Japanese comics, the emergence of technological platforms, and the rise in subscribership worldwide. Consequently, this growth has impacted national markets, primarily in the U.S., China, Germany, India, and Japan, which are key global markets with distinct trends and changes that will shape the future of manga.

United States: The U.S. manga market has experienced notable growth in recent years, particularly with the proliferation of digital manga platforms such as VIZ Media and various others. The anime adaptations of series like Demon Slayer and Attack on Titan became social phenomena. Furthermore, sales are supported by big chain stores and e-commerce sites, with manga now being prominently featured in popular bookstores.

China: The manga industry in China is thriving, supported by both Japanese manga and domestic works (manhua). Consumption of digital content is largely concentrated on local platforms such as Bilibili and Tencent Comics, which offer both local and foreign content. However, censorship laws and content restrictions pose limitations for manga publishers, restricting the materials that can be published and accessed by readers.

Germany: The growth of the German anime community has boosted the manga

market in the country. Tokyopop and Carlsen are among the top publishers releasing German translations of manga. Digital manga is also gaining popularity, with platforms like Manga Plus expanding distribution. Additionally, more publishers are releasing manga series to target not only niche markets but also the mass market.

India: Younger people, particularly children in India, are driving the increased demand for manga. The expansion of affordable digital platforms for Japanese comics and the emergence of local publishers offering popular titles have contributed to this shift. Additionally, the growing anime fanbase in India has created a demand for manga, as fans seek to explore more about the anime shows they love.

Japan: Japan remains by far the largest and most influential market, as the country is the birthplace of manga. Access to reading materials has evolved with the development of online services that allow users to subscribe to digital manga, such as Shonen Jump and Manga Plus. Although printed manga is still popular in Japan, trends are shifting toward electronic formats, which provide greater exposure to both new and classic titles.

Features of the Global Manga Market

Market Size Estimates: Manga market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Manga market size by various segments, such as by content type, audience, gender, genre, and region in terms of value (\$B).

Regional Analysis: Manga market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different content types, audience, gender, genre, and regions for the manga market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the manga market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

If you are looking to expand your business in this or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the manga market by content type (printed and digital), audience (children & kids, teenagers, and adults), gender (male and female), genre (action & adventure, Sci-Fi & fantasy, sports, romance & drama, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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