

Webtoons Market, Global Outlook and Forecast 2022-2028

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Abstracts

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.

This report contains market size and forecasts of Webtoons in Global, including the following market information:

Global Webtoons Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Webtoons market was valued at 3779.8 million in 2021 and is projected to reach US\$ 23280 million by 2028, at a CAGR of 29.7% during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Subscription Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Webtoons include Naver, Kakao, Lezhin Entertainment (KidariStudio), Tappytoon, ToryComics, Toomics Global, Ridibooks (RIDI Corp), KidariStudio and Webtoon Factory, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Webtoons companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Webtoons Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Webtoons Market Segment Percentages, by Type, 2021 (%)

Subscription Based

Advertisement Based

Global Webtoons Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Webtoons Market Segment Percentages, by Application, 2021 (%)

Mobile Phone

PC/Notebook

Tablet Computer

Others

Global Webtoons Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Webtoons Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Webtoons revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Webtoons revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Naver

Kakao

Lezhin Entertainment (KidariStudio)

Tappytoon

ToryComics

Toomics Global

Ridibooks (RIDI Corp)

KidariStudio

Webtoon Factory

Izneo Webtoon

Stela

Graphite

Webcomics (SideWalk Group)

SPOTTOON (Rolling Story)

Mr Blue

Marvel Unlimited

Tencent

Amazia

Shuueisha

Comico (NHN)

U17

MangaToon

Kuaikan

Dongman Entertainment

Manman Manhwa

Bilibili Comics

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