

Webtoons Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Comedy, Action, Romance, Horror, Sci-Fi, Others), By Platform (Mobile & Tablets, Laptop & Computer, Television, Others), By Demographics (Below 18 Years, 18 to 25 Years, 25 to 35 Years, Above 35 Years), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/W6186AE3DFFAEN.html>

Date: June 2025

Pages: 182

Price: US\$ 4,500.00 (Single User License)

ID: W6186AE3DFFAEN

Abstracts

Market Overview

The Global Webtoons Market was valued at USD 10.87 billion in 2024 and is projected to reach USD 45.17 billion by 2030, growing at a CAGR of 26.8% during the forecast period. This market has witnessed remarkable expansion, driven by the surge in digital comic consumption, widespread smartphone usage, and increasing preference for mobile-first content. Webtoons distinguish themselves from traditional comics through their vertical scrolling format tailored for smartphones, resonating strongly with younger, digitally engaged audiences. Platforms such as NAVER WEBTOON, Kakao Webtoon, and Lezhin Entertainment have scaled internationally by offering localized narratives and genre diversity, including romance, action, horror, and sci-fi. Monetization models like advertisements, episode-based payments, and subscription services are improving profitability and enhancing creator engagement. As digital content consumption intensifies, the webtoons market is emerging as a dominant force in the global entertainment ecosystem.

Key Market Drivers

Rising Smartphone Penetration and Mobile-First Content Consumption

The global proliferation of smartphones and mobile internet access is a major factor propelling the webtoons market. Unlike traditional comics, webtoons are developed for vertical scrolling, making them seamlessly readable on mobile screens. With over 6.8 billion smartphone users globally in 2024, mobile-optimized entertainment content has become a mainstream demand. Leading platforms like NAVER WEBTOON, WebComics, and Tapas have capitalized on this trend by delivering smooth, app-based reading experiences that cater to users on the move. The adoption of affordable data plans and the rollout of 5G technology have further fueled mobile content consumption, particularly in fast-growing markets such as India, Latin America, and Southeast Asia. Webtoons' episodic, easy-to-digest format fits well with modern digital consumption habits, positioning them as a preferred entertainment choice for younger demographics.

Key Market Challenges

Piracy and Unauthorized Distribution

Piracy and unlicensed content distribution present a significant challenge to the global webtoons industry. High-quality webtoons require considerable investment, but illegal websites frequently redistribute this content without authorization, resulting in lost revenue for both creators and platforms. This widespread issue hampers monetization efforts and discourages new creators due to concerns over intellectual property theft. Although some platforms have implemented digital rights management (DRM) and pursued takedown actions, enforcement remains difficult given the decentralized and anonymous nature of illegal distribution. In markets with limited access to paid content, piracy often becomes the default means for consumption, exacerbating the problem. The industry's long-term growth and sustainability hinge on stronger global copyright protections and the deployment of more robust anti-piracy strategies.

Key Market Trends

AI and Automation in Webtoon Creation & Personalization

Artificial Intelligence (AI) and automation are increasingly shaping the webtoons ecosystem. Content creation tools powered by AI are being used to support artists with tasks like coloring, background generation, and translation, significantly reducing production time and costs. Major platforms such as NAVER WEBTOON are implementing AI-based recommendation engines to deliver personalized content feeds that align with users' preferences, thereby enhancing engagement. Startups are also

exploring AI-generated webtoons, where scripting and visuals are partly automated to speed up content delivery. While such advances raise questions about creative authenticity and the role of human artists, they also democratize content production and make high-quality storytelling more accessible. As AI capabilities grow, their role in content creation, curation, and distribution within the webtoons industry is expected to expand further.

Key Market Players

KidariStudio Inc.

Kakao Entertainment Corp.

Izeno Co., Ltd.

Lezhin Entertainment, Inc.

Marvel Entertainment, LLC

NAVER WEBTOON Ltd.

Netcomics, Inc.

NHN Comico Corporation

RIDI Corporation

Sidewalk Group, Inc.

Report Scope:

In this report, the global webtoons market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Webtoons Market, By Type:

Comedy

Action

Romance

Horror

Sci-Fi

Others

Webtoons Market, By Platform:

Mobile & Tablets

Laptop & Computer

Television

Others

Webtoons Market, By Demographics:

Below 18 Years

18 to 25 Years

25 to 35 Years

Above 35 Years

Webtoons Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global webtoons market.

Available Customizations:

Global Webtoons Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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