



# Manga Market Size, Share, Trends, Industry Outlook Report 2024-2033

The Manga Global Market Report 2024 by The Business Research Company provides market overview across 60+ geographies in the seven regions - Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, encompassing 27 major global industries. The report presents a comprehensive analysis over a ten-year historic period (2010-2021) and extends its insights into a ten-year forecast period (2023-2033).







## **Learn More On The Manga Market:**

<https://www.thebusinessresearchcompany.com/report/manga-global-market-report>

According to The Business Research Company's Manga Global Market Report 2024, The manga market size has grown rapidly in recent years. It will grow from \$12.04 billion in 2023 to \$14.14 billion in 2024 at a compound annual growth rate (CAGR) of 17.4%. The growth in the historic period can be attributed to cultural influence and popularity, globalization and cultural exports, anime adaptations, diverse genres and themes, cross-media collaborations.

The manga market size is expected to see rapid growth in the next few years. It will grow to \$26.08 billion in 2028 at a compound annual growth rate (CAGR) of 16.5%. The growth in the forecast period can be attributed to global demand continues to grow, innovations in format and delivery, emphasis on diversity and inclusivity, niche and specialized markets, influence of social media. Major trends in the forecast period include digitalization and online platforms, globalization and international appeal, adaptations and cross-media expansions, emergence of new genres and themes, collaborations and crossovers.

Rising demand for digital books is expected to propel the growth of the manga market going forward. Digital books refer to e-books that are available digitally through various platforms. Manga, graphical comic books are using digital platforms and are publishing e-books that provide easier learning through various graphical content that enables multi-modal thinking for the readers, as a result, digital books help manga publishers to get easier access to the content to their customers and thereby increase their demand. For instance, in January 2023, according to the Digital Book Circulation Data and Highlights Report 2022 published by OverDrive, Inc., a US-based eBooks digital distributor, readers borrowed 555 million ebooks, audiobooks, digital magazines, comics, and other digital content in 2022, a 10% increase over 2021. Therefore, the rising demand for digital books drives the manga market.

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## **The manga market covered in this report is segmented –**

- 1) By Content Type: Printed, Digital
- 2) By Genre: Action And Adventure, Sci-Fi And Fantasy, Sports, Romance And Drama, Other Genre
- 3) By Distribution Channel: Offline, Online

4) By Audience: Children And Kids (Aged Below 10 Years), Teenagers (Aged Between 10 to 16 Years), Adults (Aged Above 16 years)

Major companies operating in the manga market are focusing on strategic collaboration, to provide reliable services to customers. Strategic collaboration refers to a mutually beneficial partnership between two or more independent entities who work together to achieve shared goals aligned with their individual strategic objectives. For instance, in November 2023, Burberry Group plc, a UK-based luxury goods company, announced a collaboration with Blue Period, a manga series. The luxury fashion brand has partnered with manga author Tsubasa Yamaguchi to create a limited-edition Burberry-inspired issue of the manga. The collaboration centers around Burberry's iconic Lola bag, with Yamaguchi crafting a bespoke storyline that introduces a character named Lola. The manga follows an emotional journey where Yatora and Ryuji encounter Lola, embodying the bold behavior, inner strength, and freedom of self-expression associated with the Lola bag. The collaboration celebrates the fusion of fashion and manga, highlighting creativity and self-expression. The limited-edition issue will be available for free at Burberry boutiques in Japan and online, accompanied by exclusive mobile phone wallpapers.

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