

# Asia Pacific Cosplay and Otaku Costume Market Size, Share & Trends Analysis Report 2023-2030

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/EINPresswire.com/ -- As per our analysis, the [Asia Pacific cosplay and otaku costumes market](#) revenue was US\$ 2,103.4 Mn in 2022 and is estimated to reach a valuation of US\$ 3,605.5 Mn by 2030, registering a CAGR of 6.9% during the forecast period 2023–2030. Globally people can find Otaku and cosplay communities, but many of the biggest and most devoted ones are in the Asia Pacific region. Asia Pacific region have seen a considerable increase in the demand for cosplay and otaku costumes in recent years.

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Comics, manga, and anime are all usually regarded as having originated in Japan, where they have long been ingrained in the national culture. But, in recent years, their appeal has transcended international boundaries and developed a sizable customer following in Western and European nations. As per the Japan Anime Association, almost 300 of the approximately 600 animes produced worldwide are from the country.

Cosplay, which has recently been widely accepted, has benefited from the popularity of anime and manga. The anime industry has had phenomenal growth, with market sales expected to double to US\$22.1 Million in 2020 and rise at a pace of 120%. This is because Japanese animation is well-liked and accepted worldwide.

Game Peripheral to Witness Increased Demand During the Predicted Period

In 2022, the game peripheral segment recorded a revenue of US\$ 1,439.09 Mn and currently is in high demand. This is probably owing to the young generation's developing culture of online gaming. Games have a considerably wider audience than anime, which is often exclusively popular in a few Asian nations.

## Cosplay Costumes are Highly Popular Among End-Users

In 2022, the cosplay costumes segment dominated the Asia Pacific cosplay and otaku costumes industry and generated a valuation of US\$ 1,498.70 Mn. In addition, the segment is likely to register a CAGR of 7.2%. Many people, particularly otakus and fans of anime, dress up in cosplay outfits. The rising acclaim for anime and manga in the area fuels the desire for cosplay costumes.

## End-Users are Willing to Invest US\$ 100-US\$ 200 Price Range

The \$100–\$200 price range is the most accessible for purchasers of cosplay costumes. A lot of cosplayers often spend between \$101 and \$200 on each costume. However, some cosplayers make a considerable financial commitment to their costumes, spending on average between \$101 and \$600 for every outfit. On the other hand, the most expensive cosplay outfits can cost up to US\$ 2000 and are frequently movie-quality outfits with cutting-edge lighting and technology.

## Women are Mainly Fond of Cosplay and Otaku Costumes

The young women generation is quite fond of cosplay clothes, which is largely responsible for the APAC region's expansion. In the fashion and entertainment sectors, women have always had a significant influence. In 2022, the market for cosplay and otaku costumes revenue was about US\$ 952.67 Mn, and the proportion of female consumers was 45.1%.

## China Recorded a Revenue of US\$ 776.64 Million in 2022

In 2022, China dominated the Asia Pacific cosplay and otaku costumes industry, accounting for a revenue of US\$ 776.64 Mn. This growth is due to the rising popularity of cosplay competitions, conventions, and events like the Anime Expo, World Cosplay Summit, Comic-Con International, and Gamescon.

Compared to other nations in the Asia Pacific area, China has a far higher population of people interested in cosplay and otaku costumes. Also, people are now more likely to purchase high-quality cosplay outfits because of the nation's rapidly expanding middle class and disposable cash.

The rise in anime and cosplay culture in China has also resulted in an increase in the number of conventions and events with an anime theme, which has increased the demand for cosplay costumes. The rise of the cosplay costume market in China is also by government initiatives to support the country's animation and anime industries. Intense rivalry in the cosplay costume business is also a result of the high number of cosplay costume producers and merchants in China. This has led to a large variety of cosplay outfits being offered at various price points,

catering to various demographics and styles.

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## Top 9 Leading Players Hold over 30% Market Share in the Asia Pacific Cosplay and Otaku Costumes Market

The cosplay and otaku costumes market in the Asia Pacific region is extremely competitive, with many players fighting for market share. However, Cospa, The Costume Company, CostumeBox, and Jakks Pacific are a few of the market's top competitors. These businesses are renowned for their premium goods and first-rate customer support, both of which have aided in their establishment as market leaders.

As per the Astute Analysis, Cospa has built a solid reputation in the industry for its accurate and intricate cosplay outfits, which are highly sought after by cosplayers and otaku enthusiasts. On the other side, The Costume Company is renowned for its extensive selection of costumes, props, and accessories, which it offers for a number of well-known anime, manga, and video game characters. CostumeBox is another major participant in the cosplay and otaku costumes market and is popular due to its affordable pricing and costume quality.

### List of Prominent Competitors

Cospa

DokiDoki

Rubie's Costume Company

CostumeBox

Jakks Pacific

Spreepicky

COSTUMES 'N' PARTIES

Abhiruchi and Anuneet Costume Kart

Cossky

Stardreams

The Costume Company

Sweidas

Other Players

### Segmentation Outline

By Type

Game Peripheral

Anime Peripheral

By Application and Product

- Cosplay Costumes
- Historical Dress
- Video Game Costumes
- Dance Costumes
- Movie Costumes
- Fantastical Dress
- Modern Costumes
- Otaku Costumes
- Fishnets
- Lace Garments
- Anime Shirts
- Accessories
- Anime Animal Hats
- Colorful Wigs
- Anime Character Purses
- Shoes
- Others

By Price

- Below US\$100
- US\$100-US\$200
- US\$200-US\$300
- US\$300-US\$400
- Above US\$400

By End-User

- Men
- Women
- Kids
- Unisex

By Distribution Channel

- Offline
- Convenience Stores
- Specialty Stores
- Online Retailers

By Region

- Asia Pacific
- China
- Japan
- India
- Australia & New Zealand

Singapore  
ASEAN  
Singapore  
Cambodia  
Indonesia  
Malaysia  
Philippines  
Thailand  
Vietnam  
Rest of ASEAN  
Rest of Asia Pacific

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