

Anime Market worth \$81.36 billion by 2030, growing at a CAGR of 10.10% - Exclusive Report by 360iResearch

The Global Anime Market to grow from USD 37.66 billion in 2022 to USD 81.36 billion by 2030, at a CAGR of 10.10%.

PUNE, MAHARASHTRA, INDIA ,
November 14, 2023 /

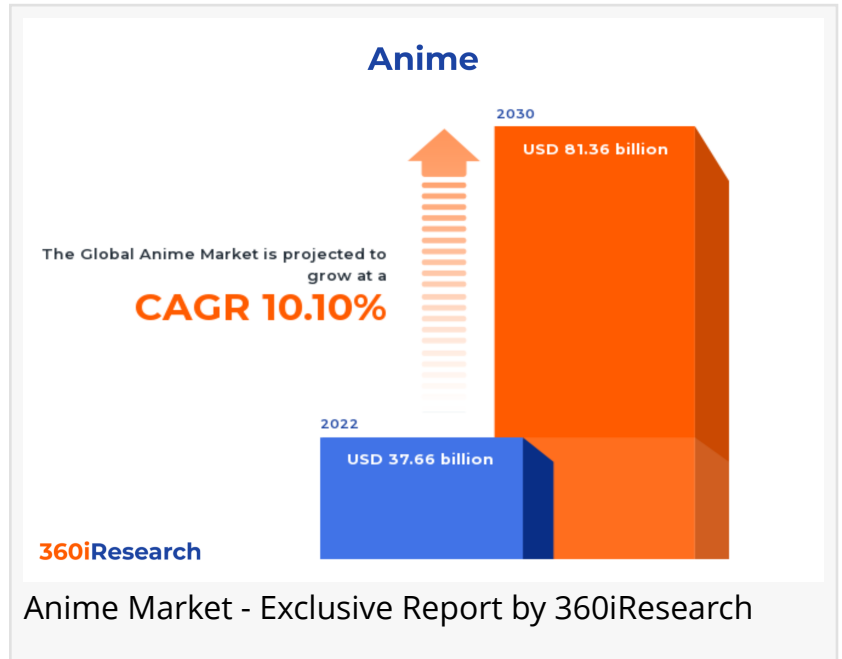
EINPresswire.com/ -- The "[Anime Market](#)" by Genre (Josei, Kodomomuke, Mecha), Format (Merchandising, Movies, Music), Distribution Platform - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global Anime Market to grow from USD 37.66 billion in 2022 to USD 81.36 billion by 2030, at a CAGR of 10.10%.

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The anime consists of Japanese animated productions featuring unique visual styles, character designs, narratives, and cultural expressions. It encompasses various genres, such as action, romance, fantasy, science fiction, horror, comedy, and drama. The primary consumers include children, teenagers, young adults, and devoted fans known as "otaku" who are passionate about collecting related merchandise. Growing demand for merchandise due to fan enthusiasm and increased artistic recognition is driving market growth. Forging partnerships with localized voice actors and celebrity endorsements for promotional campaigns is expected to create opportunities for the market. The rising preference for digital media with the increasing popularity of anime games is elevating the demand for anime. High production costs, particularly for hand-drawn animation and piracy concerns, impede the growth of the market. Technological advancements in animation techniques, such as computer-generated imagery that



enables more visually appealing content, are expected to create opportunities for market growth.

Distribution Platform: Emerging trend of online platforms due to instant access to a wide variety of content

The online segment has witnessed exponential growth in recent years due to its ease of accessibility, cost-effectiveness, and vast content library. A wide range of streaming platforms provide viewers with a multitude of options for watching anime series and movies. Online streaming caters to the 'on-demand' needs of the audience by offering instant access to thousands of titles at their fingertips. This enables them to watch their favorite shows anytime and anywhere without any hassle. The market for physical copies/DVDs remains relevant even in this digital age due to several factors, such as collection purposes, limited availability on streaming platforms, and restricted connectivity issues. Physical copies/DVDs cater to the needs of collectors who value tangible ownership and want to showcase their passion for a particular anime series and movie. Purchasing physical media also gives viewers access to exclusive content like artwork, bonus features, and limited-edition merchandise.

Format: Potential for series & episodes across streaming platforms

Anime merchandising is a vital source of revenue for the industry, as fans are willing to expend their money on a wide range of products, from clothing and accessories to action figures and posters. In recent years, collaborations with popular brands have also increased anime's reach by bringing characters into mainstream fashion and products. Anime movies have been gaining popularity worldwide in recent years. The box office successes and the record-breaking performance of films have shown that there is a growing demand for high-quality theatrical releases. Anime music plays an essential role in enhancing the overall experience of a series and movie. From iconic opening and ending themes to memorable background scores, music is often considered a defining factor for many anime fans. Original video animations are standalone anime productions that are usually released directly to home video formats without prior theatrical and television screenings. These productions offer creators greater creative freedom due to fewer restrictions on content and duration compared to television series and movies. Anime series continue to be the backbone of the industry, accounting for the majority of content consumption through streaming platforms.

Genre: Growing preference for shonen with rising inclination towards action-packed adventures Josei is a genre that targets adult women and often features mature themes such as romance or drama. Its realistic portrayal of relationships caters to an audience seeking relatability and emotional complexity in their media. Kodomomuke is designed for children with content that emphasizes moral lessons while providing entertainment through adorable characters and engaging stories. This genre focuses on robots and machines controlled by humans and sentient beings in futuristic settings. It attracts those interested in advanced technology, action sequences, and science fiction narratives. Seinen targets adult male viewers with themes that encompass action, drama, and psychological elements. This genre caters to those looking for more complex storylines and character development. Shojo is aimed at a female audience, often

centering around romantic relationships and emotional experiences. It addresses the need for heartfelt stories and relatable characters among young female viewers. Shonen targets a young male demographic with action-packed adventures, camaraderie, and personal growth themes. This genre satisfies the need for excitement and motivation among its audience. Slice of Life genre focuses on the daily lives of characters, providing a realistic portrayal of ordinary experiences. It appeals to viewers seeking relatability or solace in their media consumption.

Regional Insights:

In the Americas, particularly in the United States and Canada, anime has seen substantial growth due to popular streaming platforms such as Netflix and Crunchyroll. Additionally, collaboration with Hollywood production studios creates a synergy between traditional entertainment and anime offerings, expanding the demand for merchandise and driving market growth. Anime is well-received in EU countries such as France and Germany. In recent years, there has been an increase in localizing content to cater to regional language preferences. French companies are playing a crucial role in providing localized streaming services for European viewers. Moreover, events, including the Japan Expo, further drive interest in Japanese pop culture within Europe, thereby creating a platform for market growth. Increasing internet penetration and rising youth populations propel anime's popularity in the Middle East and Africa. As the birthplace of anime, Japan remains a significant player in both innovation and consumption. The Japanese government has backed various initiatives to promote its cultural exports, such as the Cool Japan Fund. Furthermore, technological advancements such as 4DX and virtual reality (VR) have been integrated into anime movies and exhibitions to offer immersive experiences for fans. Further, the growing internet penetration with increased exposure to international content is expected to create opportunities for market growth in Asia-Pacific.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Anime Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Anime Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Anime Market, highlighting leading vendors and their innovative profiles. These include A-1 Pictures, Inc., Ajia-do Animation Works Inc., Arvo Animation Inc., Bandai Namco Filmworks Inc., Bones Studio, Brain's Base Co., Ltd., Discotek Media, GAINAX Co.,Ltd., IG Port, J.C.Staff Co., Ltd., Kinema Citrus Co., Ltd., Kyoto Animation Co., Ltd., MADHOUSE Inc., MAPPA Co., Ltd., Media Blasters, Nippon Animation Co., Ltd., P.A. Works, Inc., Pierrot Co., Ltd., Production I.G, Inc., SHAFT Animation Studio, Sony Pictures Entertainment, Studio Dean Co., Ltd., Studio Ghibli, Inc., TOEI Animation Co., Ltd., Trigger Inc., Ufotable, Inc., White Fox Co., Ltd., and Wit Studio Co., Ltd..

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Market Segmentation & Coverage:

This research report categorizes the Anime Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Genre, market is studied across Josei, Kodomomuke, Mecha, Seinen, Shojo, Shonen, and Slice of Life. The Josei is projected to witness significant market share during forecast period.

Based on Format, market is studied across Merchandising, Movies, Music, Original Video Animations, and Series & Episodes. The Original Video Animations is projected to witness significant market share during forecast period.

Based on Distribution Platform, market is studied across Online and Physical Copies/DVDs. The Physical Copies/DVDs is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Mexico, Panama, Peru, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Asia-Pacific commanded largest market share of 62.55% in 2022, followed by Americas.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Anime Market, by Genre
7. Anime Market, by Format
8. Anime Market, by Distribution Platform
9. Americas Anime Market
10. Asia-Pacific Anime Market
11. Europe, Middle East & Africa Anime Market
12. Competitive Landscape
13. Competitive Portfolio
14. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Anime Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Anime Market?
3. What is the competitive strategic window for opportunities in the Anime Market?
4. What are the technology trends and regulatory frameworks in the Anime Market?
5. What is the market share of the leading vendors in the Anime Market?
6. What modes and strategic moves are considered suitable for entering the Anime Market?

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