

Anime - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The global anime market size is expected to grow from USD 30.55 billion in the current year to USD 45.8 billion in the next five years, at a CAGR of 8.44% during the forecast period. The global anime market is primarily driven by the rapid consumption of anime in terms of the rising popularity of videos and television shows, the technological advancements in the anime market, and the growing popularity of anime worldwide coupled with growth in the production of anime films.

Key Highlights

- The global anime market has witnessed substantial growth in the past few years and is expected to grow at a rapid pace in the coming years, owing to the increasing consumption of anime by the younger generation, the adoption of advanced technologies by market vendors, and the growing popularity of anime merchandise. In addition, consumers across the world today have access to a vast amount of immersive content, given the rise in the various over-the-top (OTT) streaming services such as Netflix, Amazon Prime, YouTube, and more.
- Further, recent technological advancements in the anime market are driving the anime market across sectors to ensure better end-user communication. The anime industry is set to witness exponential growth, given advanced technologies such as Metaverse shaping up with the help of artificial intelligence(AI) and virtual reality(VR). Market vendors in the global anime market have started using advanced technologies to shoot, produce, and edit content to depict high-end graphics. As a result, it has fostered the market's overall growth rate over the forecast period.
- Moreover, the increasing adoption of virtual reality is analyzed to aid the market growth. Several anime producers worldwide have already begun relying on modern virtual reality tools to take over skill-intensive and time-consuming jobs. With innovative virtual reality tools, animators can now rig characters and animate keyframes in 3D. In addition, they can easily incorporate 360-degree videos and animation data and achieve more by recording the audio on the platform itself. Along with increasing productivity, virtual reality creates a platform for better animator collaboration by speeding up the production process and

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enabling them to connect frames effortlessly. Such factors are expected to offer lucrative growth opportunities for market vendors in the coming years.

-However, the rising production cost and the shortage of skilled professionals in the anime landscape are analyzed to hamper the market growth in the coming years. Production costs have continued to increase over the past few years because of soaring labor costs due to workstyle reforms; there has been a sharp rise in unit costs when hiring contractors, so anime production costs are rising faster than the costs for orders. Additionally, there is a shortage of production and creation staff, and the standards required for anime production are steadily growing, which is a primary factor in the increase in cost.

-The COVID-19 pandemic impacted the global anime market growth owing to the shutdown of production houses; drop in merchandise sales coupled with delays in the production of anime content. This negatively impacted the anime industry's profits and sales. However, during the pandemic, the growth in streaming platforms has positively impacted the market growth. Post-pandemic production orders have continued to increase, and both the number of anime titles and the production studios creating them have increased, with the proliferating streaming market contributing to this increase in demand.

Anime Market Trends

The Growing Popularity of Streaming Platforms is Analyzed to Drive the Anime Market

- The growing popularity of streaming platforms is a significant driver of the global anime market. The growing popularity of OTT and streaming platforms like Amazon Prime and Netflix and online video sites like YouTube are significantly contributing to the growth of the anime market. These online streaming platforms offer easy access to anime content to viewers worldwide. Easy browsing and search option allows viewers to search for their favorite anime shows conveniently.

- Additionally, market vendors are capitalizing on the growth opportunity and partnering with streaming platforms to offer their anime content, thus positively driving the market's growth. For instance, in August 2022, Japan-based entertainment company Nippon TV signed a deal with streaming platform Netflix and licensed 13 popular anime titles to be streamed non-exclusively on the world's most extensive streaming platform. The titles will be streamed in 104 countries: Italy, Saudi Arabia, Spain, Turkey, Finland, South Africa, and the UAE.

- Similarly, in February 2023, entertainment network KC Global Media expanded its reach in Asia as it entered India with the launch of Animax on JioTV as part of JioTV specials. The broadcaster said that fans across India can seamlessly stream the best of Japanese anime, including the classic anime titles. The collaboration would amplify KC Global Media's footprint in India through JioTV's customer base, the country's rising demand for anime content, and the growing Japanese pop-culture fan communities for anime, manga, and more.

- Additionally, various streaming platforms, such as Netflix, continuously focus on expanding the anime content on platforms to gain a new subscriber base. Further, the growth in the paid subscribers of the streaming platforms is further analyzed to broaden the anime market worldwide. For instance, according to Netflix, the company had 238.39 million paid subscribers worldwide as of the second quarter of 2023. The number of paid subscribers worldwide increased from 182.86 million in the first quarter of 2020 to 238.39 million paid subscribers in the second quarter of 2023.

Asia Pacific is Expected to Hold Significant Market Share

- The Asia Pacific region is expected to hold a significant market share in the global anime market owing to the presence of prominent market vendors, technological advancements in the anime landscape, growth in streaming platforms coupled with the increased demand for anime content. In addition, countries such as Japan and China are expected to hold a major share of the Asia-Pacific anime market as these countries continue to produce innovative, creative works that appeal to fans across the region.

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- Moreover, the growth in the consumption of more immersive anime content across multiple channels, such as ultra-high-definition TVs, the internet, and smartphones, to head-mounted devices, is also fostering the anime market demand, especially across China and Japan during the forecast period. Additionally, the Asia-Pacific region's abundant qualified workforce in the anime industry leads to a low cost of production, propelling regional market expansion.
- The accessibility to anime content on streaming platforms has also helped get more people on board in the region, thus positively impacting the market growth. Countries like Japan benefit positively from the growth in streaming platforms and the growing sale of anime merchandise. Streaming platforms like Netflix, witnessed a sharp increase in the number of anime productions, and merchandise sales for franchises like Pokemon and Demon Slayer have significantly expanded the anime market in the country.
- Further, the booming theatrical market, the growing popularity of anime, and the growth in anime content are analyzed to rapidly drive the anime market in China over the forecast period. Additionally, government subsidies and increasing consumption of anime content drive lucrative growth opportunities for market vendors in the country.
- Additionally, the market vendors are partnering with film actors in the Asia Pacific to expand anime's popularity. For instance, in July 2023, Global anime brand Crunchyroll partnered with actor Tiger Shroff to establish a deeper and more authentic connection with the young anime community in the country. Such developments are analyzed to expand the anime market in the Asia Pacific region over the forecast period.

Anime Industry Overview

The global anime market is moderately consolidated, with few players holding significant market share. Market vendors in the global anime market are indulging in partnership activities with OTT streaming platforms to expand their consumer base and develop the global market. In addition, market vendors are deploying advanced technologies such as VR and artificial intelligence to offer an immersive experience to viewers, explore innovative storyboarding techniques and cut the cost of production., thereby creating a competitive edge in the market.

In March 2023, Middle East broadcaster MBC Group announced a partnership with U.S. anime and manga distributor Tokyopop to form a hub dedicated to licensing, promoting, and producing anime content in the region. The joint venture, MBC Anime, will commission, produce, and invest in a series of quality anime titles.

In January 2023, Crunchyroll, a popular anime streaming platform, launched in India. The anime streaming platform offers a wide variety of anime series and films, both new and classic, for audiences to enjoy. The affordable subscription plans are among the most appealing aspects of the company's launch in India. At just INR 79 (~USD 1) per month, fans across the country can now access a vast library of anime shows.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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