

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

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Report description:

The global comic book market was valued at USD 16.24 billion in the current year. It is expected to reach USD 21.10 billion by the end of the forecasted year, registering a CAGR of 5.37% during the forecast period.

Key Highlights

-The increasing production of comics with fascinating stories and attractive illustrations to help illustrate the content is driving the popularity of comics globally. These books enable readers to enhance their vocabulary and creativity and create a strong value system through a positive memo. These books are available in various genres, such as fantasy, romance, and science.

-The widespread availability and rising popularity of e-comic books are transforming the publishing industry. In contrast, the nature and scope of e-comic books change differ significantly from company to company and genre to genre. Further, With interactive e-books, and animated e-books, e-publishing businesses have enabled many publishers and authors to get their works to market faster and in an advanced way. The growing number of devices capable of providing digital media and the increasing internet penetration has allowed consumers to access the media content of their choice, in terms of information, entertainment, or social activity, anywhere.

-In 2022, the total electronic and print manga sales figure was around JPY 677 billion (USD 5.05 billion), per National Publishing Association and Publishing Science Institute statistics. The market's development is further driven by the launch of different new titles, in line with the volatile demand from the audience. For instance, in 2022, Yen Press introduced 4 titles, including Josee, Heroine No More; Gahi-chan!; and Unnamed Memory, the Tiger, and the Fish.

-People are plagued with artificial intelligence (AI), and businesses are developing an AI image generator that operates by reacting to text prompts from the user to print comics. This new art-making AI has opened novel standards for generating previously unimaginable content and hastening the production of distinctive comics. This new development will increase the demand for comics globally in the coming years.

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-For instance, in June 2022, Living the Line Books announced the first AI-illustrated comic book, Abolition of the Man, in partnership with MidJourney AI, an AI image-generation system. The comics will be exclusively obtainable from Diamond Comic Distributors.

-The increasing preference for audiobooks among readers is hampering the market growth. Audiobooks have accumulated considerable popularity in the last few years, and the lockdown has only raised the demand for these books among individuals. The ease of accessibility to various comics for physically disabled and non-English speaking groups is increasing the demand for audiobooks. However, this factor is restraining the growth of the market. Also, stiff competition from the unorganized market players with competitive pricing may impact the key firm's product revenues and hamper the market growth. Therefore, the higher cost of comics and the availability of alternate mediums are substantial factors limiting the industry's development.

-The COVID-19 pandemic had a significant impact on the comic book industry, resulting in the shutdown of Diamond Comic Distributors, which had held a near-monopoly on the distribution of comic books in North America. This decision, made by the CEO, was prompted by various issues related to the pandemic, such as challenges for retailers in serving consumers, supply chain disruptions for printing partners, and shipping delays. This unprecedented step halted the distribution and production of new comic books, representing the first instance in the past eight decades that "New Comics Day" had been suspended.

Comic Book Market Trends

Digital Comic Books are Expected to Hold Significant Share of the Market

- Digital comics have been increasing in popularity for years. But when comic fanatics found themselves reliant on digital credentials during the pandemic, digital comics in libraries took off. So too, did Comics Plus, the digital comics medium that has risen back to life as a benefit to libraries and schools as part of upstart provider LibraryPass. Library Pass's Comics Plus service suggests readers access to more than 20,000-plus digital comics, manga, and graphic novels through schools and libraries. The service is easy for readers: users can access the entire collection through a phone, tablet, or browser with a library card or school ID. And there are no wait times or hold lists; log in and start browsing and reading.

- The players in the market are collaborating to develop new digital comic books. For instance, in March 2023, Image Comics, BOOM! Studios, Archie Comics, and more are partnering with GlobalComix, a ComiXology alternative promoting digital comic book, graphic novel, and manga reading and distribution. As GlobalComix readies to launch a brand-new mobile app, CBR can exclusively announce the platform is partnering with Image Comics, NBM Graphic Novels, Archie Comics, TOKYOPOP, BOOM! Studios and more to expand their digital comics catalog and community

- Further, in September 2022, A new series of digital comic books of Motu-Patlu was introduced to create awareness among the youthful generation about the importance of taxes in a fun manner. Finance Minister Nirmala Sitharaman released the digital comic books on the occasion of the Finance Minister's Award Ceremony 2022 in New Delhi. The comic book was released in five languages - English, Hindi, Tamil, Telugu, and Gujarati developed by Income Tax Department.

- Similarly, in 2022, McDonald's USA joined forces with WEBTOON, one of the world's largest digital comic platforms, to shine a light on Asian Pacific American (APA) voices via a weekly comic series called Drawing on Heritage. Set in the digital comic book world, four famous APA WEBTOON artists bring their powerful and intimate experiences to life through creative stories that celebrate and acknowledge the diverse community for APA Heritage Month. McDonald's is a brand that so many cultures share in common and often offers up organically in series in anime and webtoons - and the company is delighted to partner with them to emphasize these stories of creativity, joy, and strength that will inspire audiences worldwide.

- According to Population Reference Bureau, Globally, about 25 percent of the world is under 15 years of age, and 10 percent is over 65 years of age. Africa has the youngest population worldwide. On the continent, 40 percent of the population is below 15 years, and less than four percent are above 65, indicating low life expectancy in several countries. In Europe, on the other hand, a higher share of the population is above 65 years than the population under 15. Such huge young age populations would push the market players to develop new comics according to young age population preferences and capture the market share.

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North America is Expected to Hold Significant Share of the Market

- North America is expected to hold a significant share of the comics market worldwide. The vast presence of comic book stores has played an important role in boosting the product's sales in the region. As of 2022, the top-selling frontlist children's book in the United States of America was Oh, the Places You'll Go! By Dr. Seuss, with 482.35 thousand copies sold. However, many diverse languages are predominant in this region; thus, the demand for books in regional languages is higher than in other language books. The demand for e-books is also increasing owing to the penetration of high-speed Internet in countries of this region.

- Comic books have endured decades of transformation in mediums of entertainment. Kids around the region have grown up reading comics like Spiderman, Asterix, and Teen Titans, regardless of the digital wave hitting against the moderately scarce readership of literature. Regardless, considering the massive fan base of goliaths like DC Comics and Marvel Comics, it is safe to say that most individuals have grown up reading comics at one point or another. These factors are driving the market growth over the last few years.

- The players in the market are releasing various new comic books to expand their market presence. For instance, in August 2023, DC Comics confirmed that all four of the publisher's collaborations with WEBTOON would soon be available in print as graphic novel collections in comic book stores. The first DC WEBTOON comic, Batman: Wayne Family Adventures, was released, bringing fans into a new era of superhero adventures. Since then, three more joint series have been launched -- millions of readers can discover new stories with their old favorites in various genres, including comedy, horror, and mystery. And DC announced that it will transform the beloved webcomics into graphic novels to reach an even wider audience.

- Further, in August 2022, Electronic Arts Inc. and Marvel Entertainment collaborated. They brought a new cast of FIFA Ultimate Team (FUT) heroes to the pitch in EA SPORTS FIFA 23, reimagined and inspired by Marvel Comics. This partnership between two of the world's most extensive entertainment brands had some of the game's fan favorites to the game and honored their larger-than-life cult hero quality alongside the amazing artists at Marvel.

- In January 2023, Legible Inc. announced that it has collaborated with King Features Syndicate, a Division of Hearst Entertainment & Syndication, to become its first online content distributor to readers in Canada. King Features is a premier distributor and producer of the world's most iconic intellectual possessions, with a portfolio that is one of the longest-running customer products programs in the sector, including world-renowned pop culture brands such as Moomin, Flash Gordon, The Phantom, Hagar the Horrible, Prince Valiant, Popeye Cuphead and Mandrake the Magician.

Comic Book Industry Overview

The Global Comic Book market is moderately consolidated with the presence of several players like Marvel Entertainment, Dark Horse Media, Image Comics, DC Entertainment, Archie Comics, etc. The companies continuously invest in strategic partnerships and product developments to gain substantial market share. Some of the recent developments in the market are:

In October 2022, DoorDash and Marvel Entertainment collaborated to create a custom comic book that celebrates the delivery service's employees, or 'Dashers.' The effort was announced at this year's New York Comic Con, where the brand created the fictitious city of Dashville. The Dashers' 26-page comic book positions Dashers as everyday heroes on a mission to save the fictitious city of Dashville. In addition to the book, Marvel will release a motion comic series in five parts, with the first chapter released in October 2022.

In September 2022, Dark Horse Comics announced that it has entered into an exclusive worldwide multi-year agreement with the Penguin Random House publishing group for the latter's sales and distribution of Dark Horse's newly published and backlist

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single-issue comic book periodicals, graphic novels, and manga to direct market comic shops. The direct market mainly comprises comic book stores that receive their inventories from certain distributors, separate from most other bookstores or mass-market retailers. This expands the companies' current partnership, in which Penguin Random House sells and distributes Dark Horse's trade books and graphic novels to bookstores.

Additional Benefits:

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

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