INDUSTRIES & MARKETS

Anime industry in Japan

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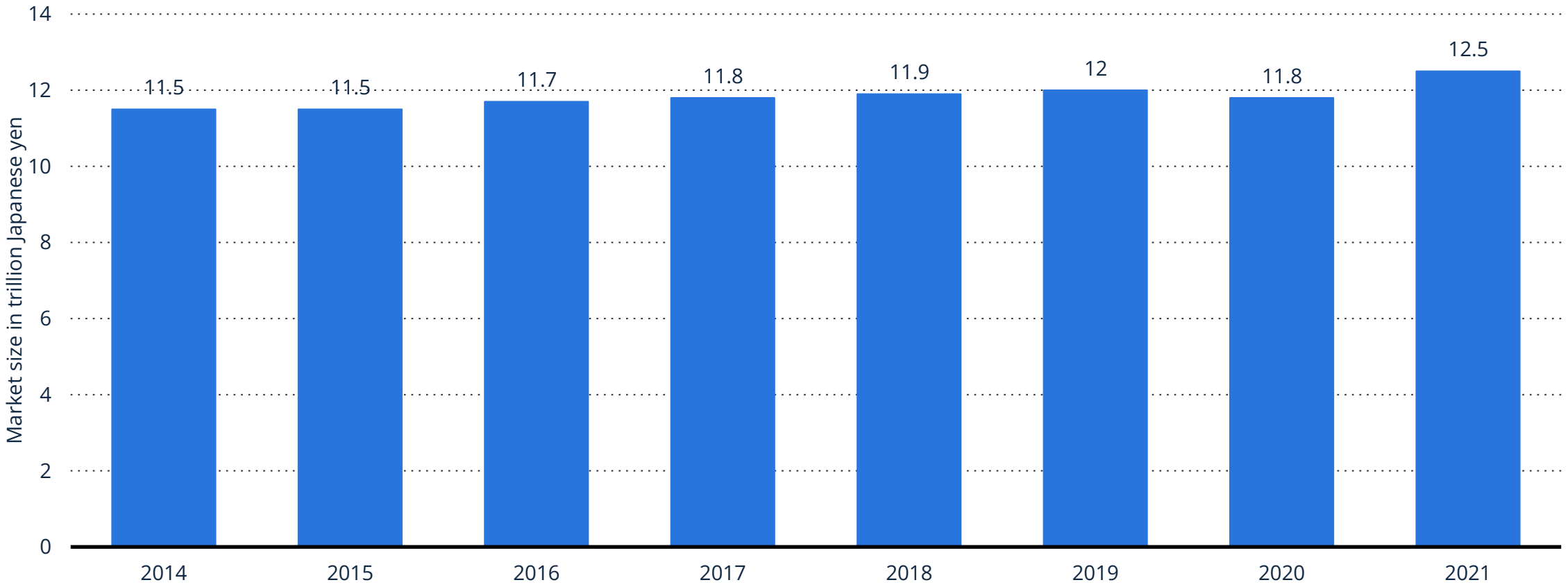
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CHAPTER 01

Overview

Value of the media content market in Japan from 2014 to 2021 (in trillion Japanese yen)

Media content market size Japan 2014-2021

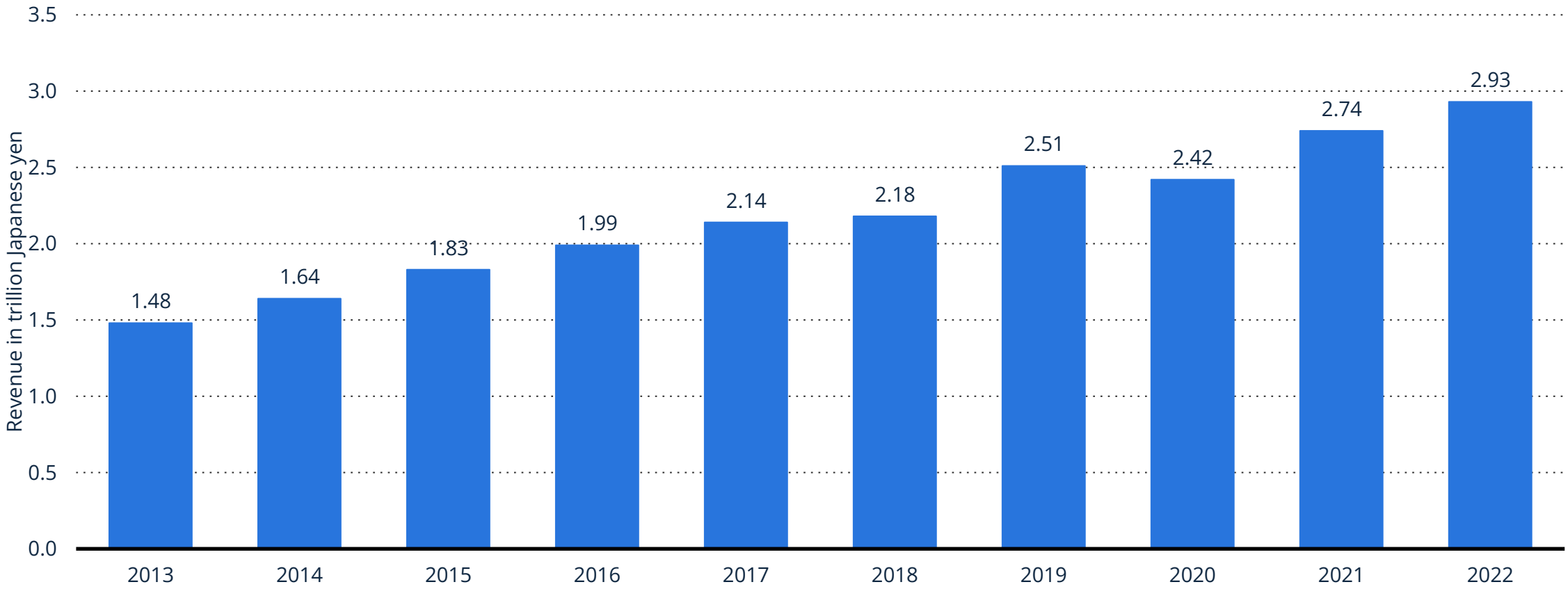


Description: The media content market in Japan was valued at 12.5 trillion Japanese yen in 2021. After a slight decrease in the previous year, the market continued to grow again. Read more
Note(s): Japan; 2014 to 2021
Source(s): Ministry of Internal Affairs and Communications (Japan)

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Total revenue of the animation industry in Japan from 2013 to 2022 (in trillion Japanese yen)

Total revenue of the anime industry Japan 2013-2022

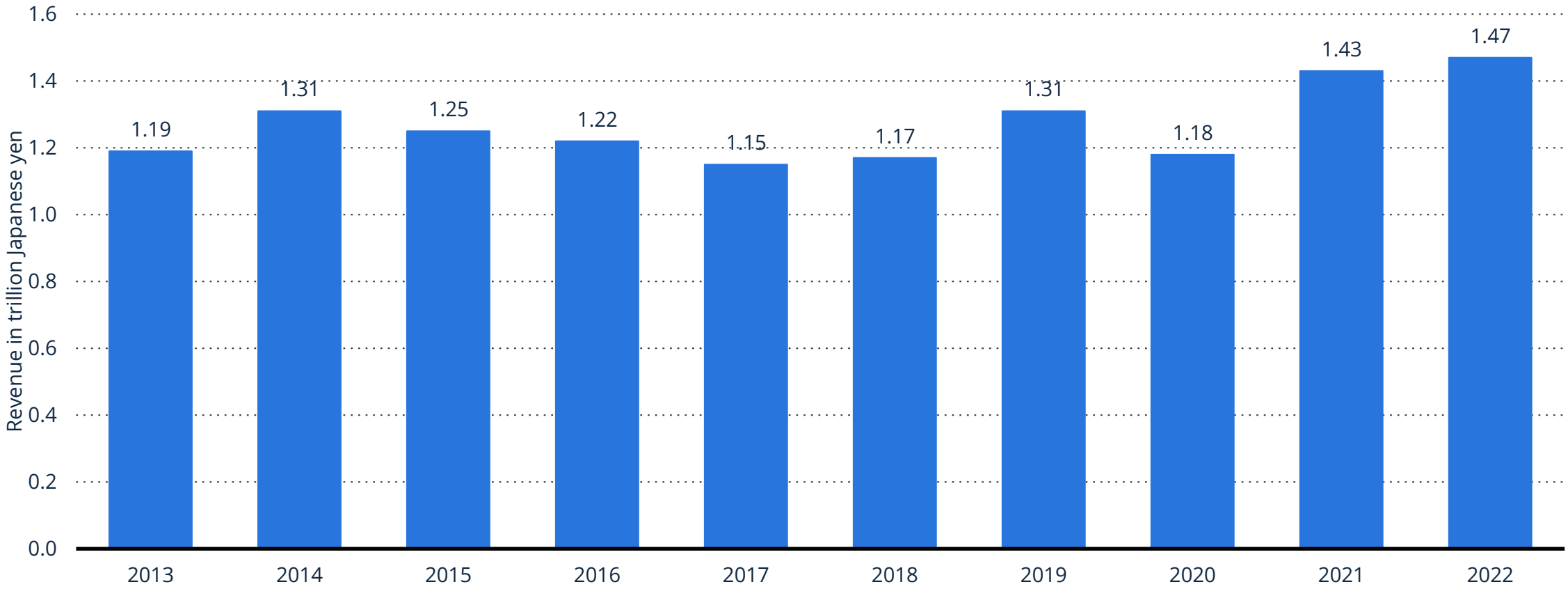


Description: The total revenue of the animation industry in Japan amounted to about 2.93 trillion Japanese yen in 2022, which was a new record for the industry. Both the overseas market and the domestic market grew during that year. A breakdown of the revenue by segment shows that merchandising continued to be the largest domestic segment of the market. Read more
Note(s): Worldwide, Japan; 2013 to 2022
Source(s): The Association of Japanese Animations

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Domestic revenue of the animation industry in Japan from 2013 to 2022 (in trillion Japanese yen)

Domestic revenue of the anime industry Japan 2013-2022



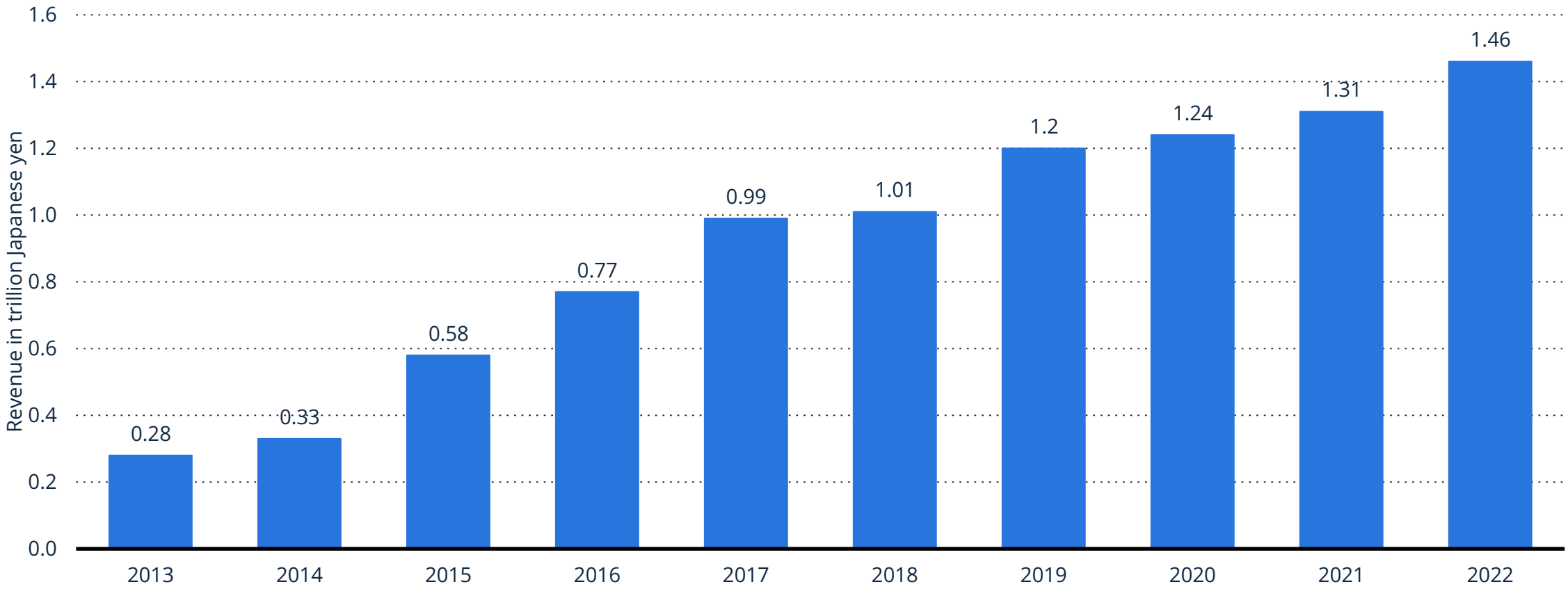
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Description: The domestic revenue of the animation industry in Japan amounted to about 1.47 trillion Japanese yen in 2022. Both the domestic sales and the overseas sales increased during that year, reaching a record-setting combined value of approximately 2.93 trillion yen. Read more
Note(s): Japan; 2013 to 2022
Source(s): The Association of Japanese Animations

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Overseas revenue of the animation industry in Japan from 2013 to 2022 (in trillion Japanese yen)

Overseas revenue of the anime industry Japan 2013-2022

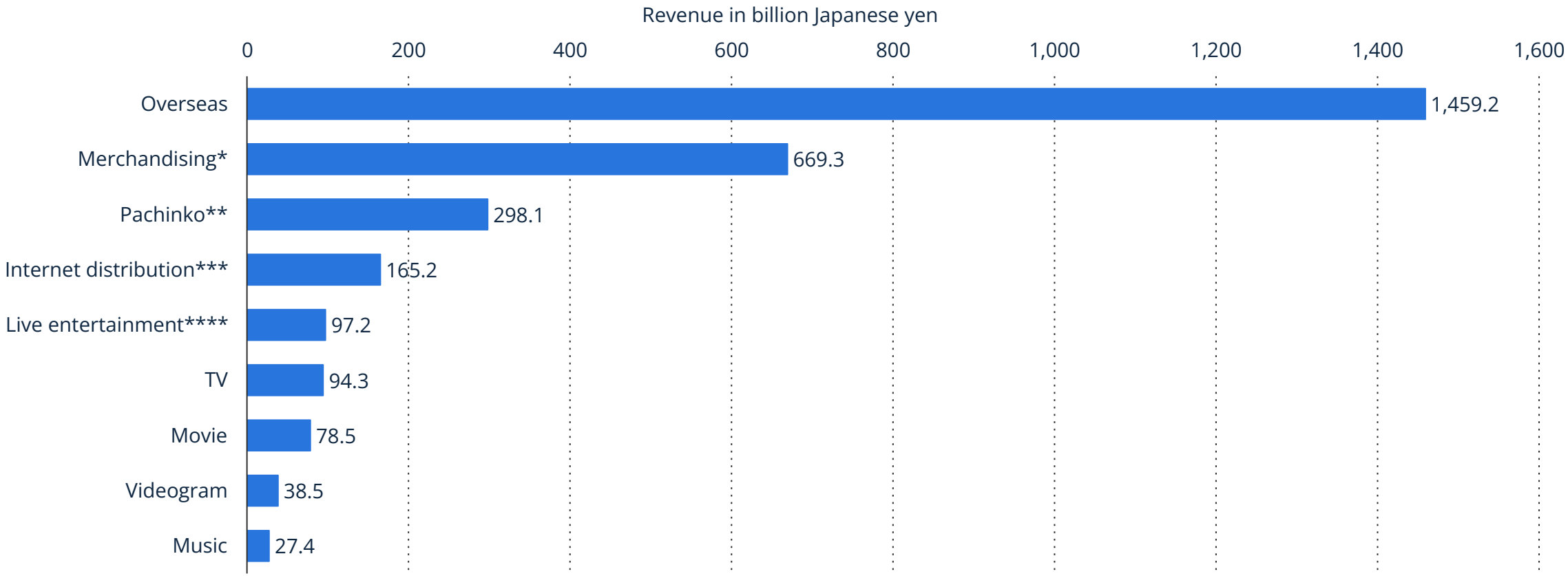


Description: Following a strong growth in recent years, the overseas revenue of the animation industry in Japan reached a value of about 1.46 trillion Japanese yen for the first time in 2022. The combined value of the domestic anime market and the overseas anime market amounted to approximately 2.93 trillion yen in 2022, which was a new record for the industry. Read more
Note(s): Worldwide, Japan; 2013 to 2022
Source(s): The Association of Japanese Animations

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Revenue of the animation industry in Japan in 2022, by segment (in billion Japanese yen)

Revenue of the anime industry Japan 2022, by segment



Description: The animation industry in Japan generated a revenue of approximately 1.46 trillion Japanese yen via overseas sales in 2022. Merchandising accounted for the largest share domestically, reaching a value of more than 669 billion yen during that year. Read more

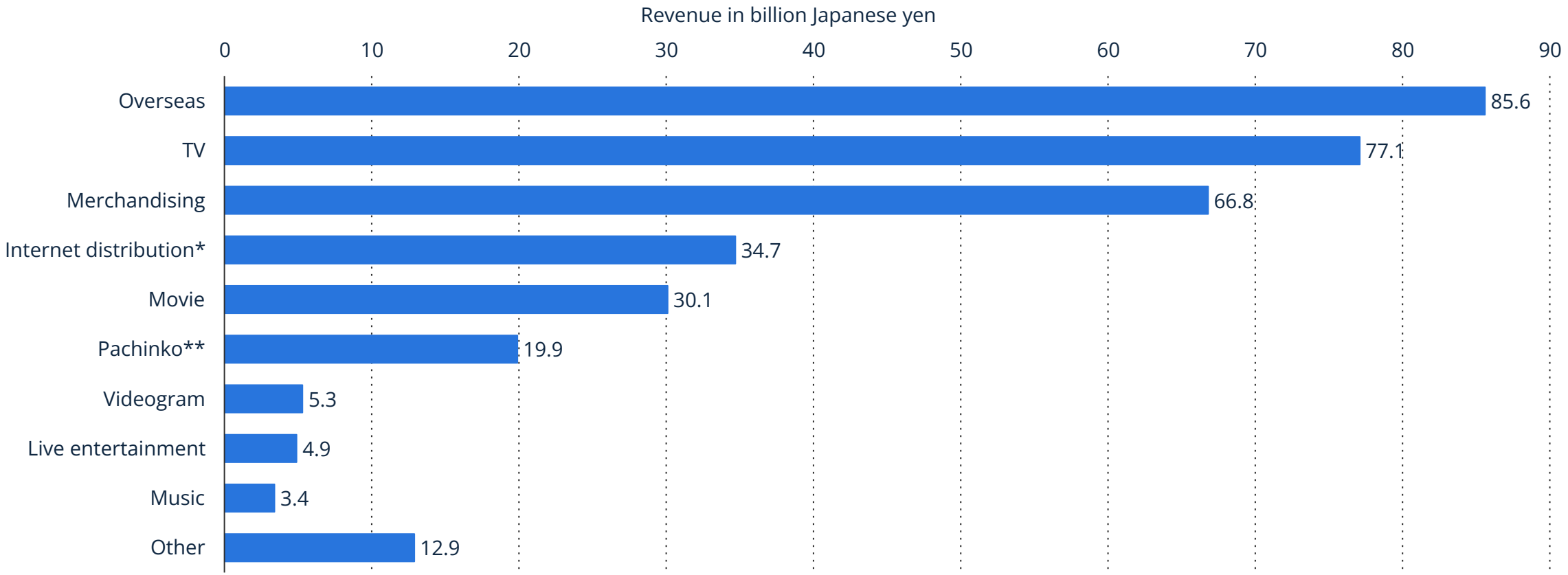
Note(s): Japan; 2022

Source(s): The Association of Japanese Animations

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Revenue of animation production companies in Japan in 2022, by segment (in billion Japanese yen)

Revenue of anime production companies Japan 2022, by segment



Description: Anime production companies in Japan generated a revenue of 85.6 billion Japanese yen via overseas sales in 2022. As anime in Japan are often produced by production committees consisting of multiple corporations from different industries, such as toy makers and music companies, the revenue of Japan's animation industry as a whole is significantly larger than the revenue recorded by companies that engage in the actual production of animation. Read more

Note(s): Japan; 2022

Source(s): The Association of Japanese Animations

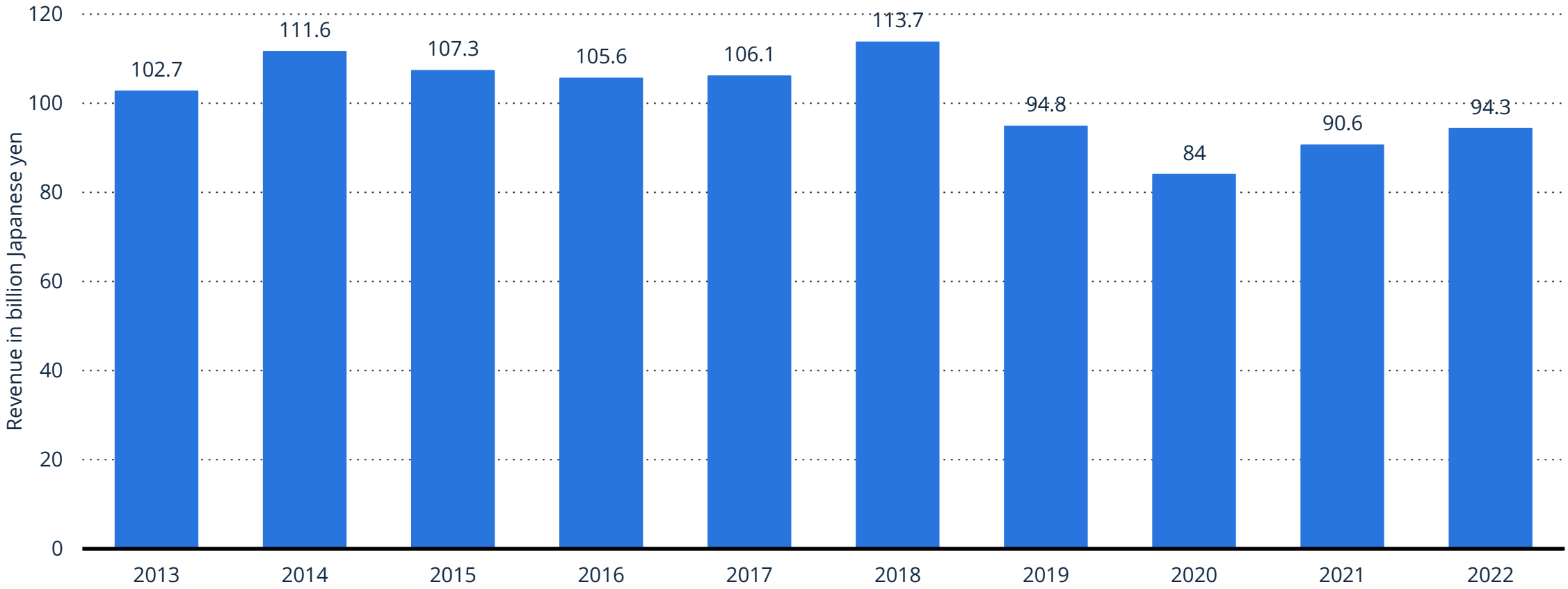
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CHAPTER 02

Broadcasting

Revenue of the television animation broadcasting market in Japan from 2013 to 2022 (in billion Japanese yen)

TV anime broadcasting market size Japan 2013-2022

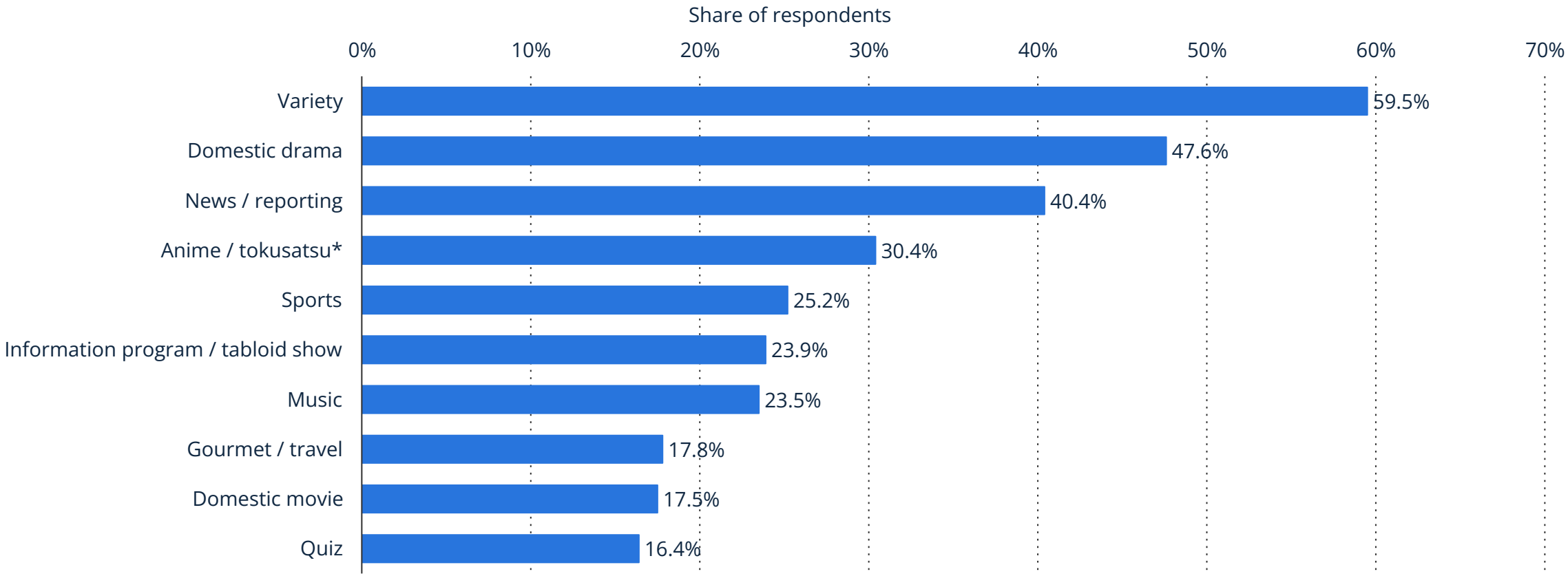


Description: The revenue of the television animation broadcasting market in Japan amounted to 94.3 billion Japanese yen in 2022, which was an increase of almost four billion yen compared to the previous year. Due to the strong growth of the animation video streaming market in recent years, anime streaming managed to surpass TV anime broadcasting for the first time in 2020. Read more
Note(s): Japan; 2013 to 2022; domestic revenue
Source(s): The Association of Japanese Animations

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Most commonly watched television genres in Japan as of June 2023

Most viewed TV genres Japan 2023

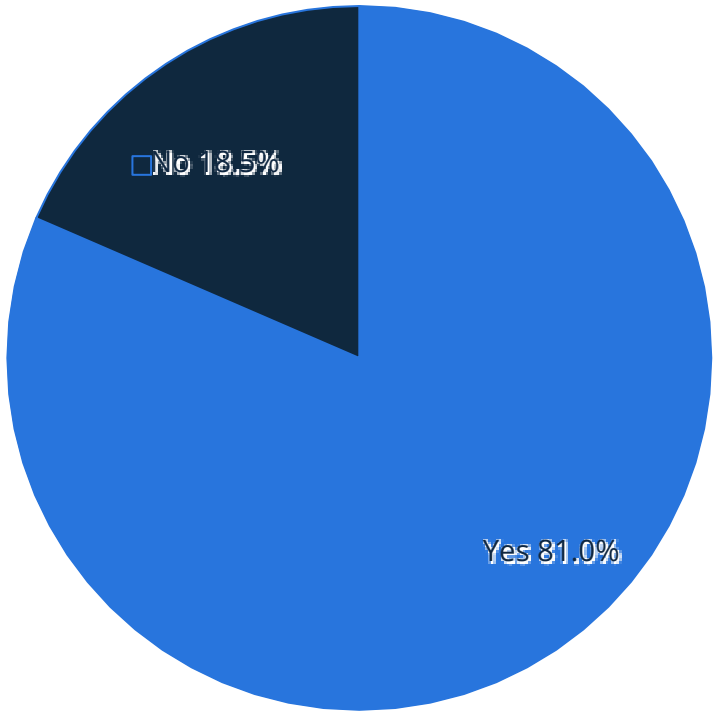


Description: According to a survey conducted in Japan in 2023, almost 60 percent of television viewers often watch variety programs. Variety programs were the most-watched type of program, followed by Japanese drama and news programs. Read more
Note(s): Japan; May 31 to June 5, 2023; 39,306 respondents; 12-59 years; respondents were LINE users who previously answered that they watch (real-time or recorded) television; multiple answers possible; *" Tokusatsu " refers to a certain genre [...] Read more
Source(s): LINE Research

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Share of people who ever watched television anime in Japan as of September 2023

Share of people who ever watched TV anime Japan 2023

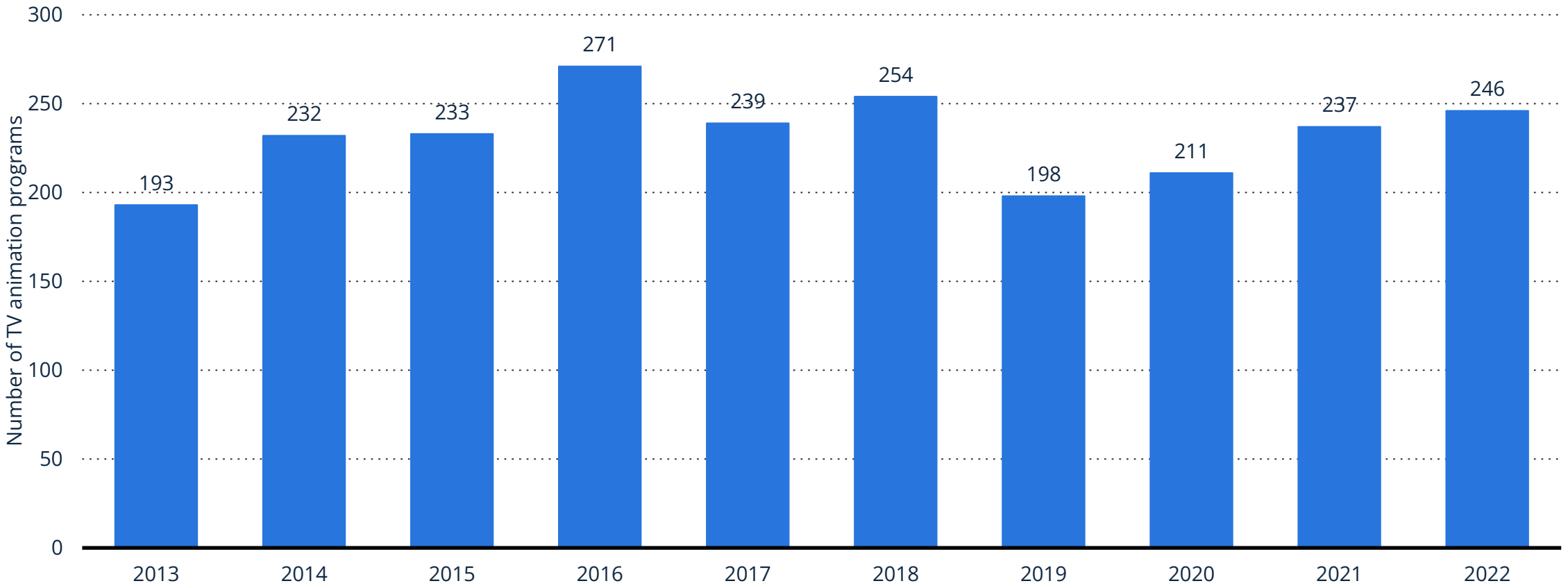


Description: According to a survey conducted in Japan in September 2023, 81.5 percent of the respondents had watched television anime. The survey also showed that story and characters were the most common factors in determining whether people would continue to watch an anime or drop it. Read more
Note(s): Japan; September 14, 2023; 2,406 respondents; 20-59 years
Source(s): Across Solutions; Aucfan; PR Times

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Number of newly broadcast television animation programs in Japan from 2013 to 2022

Newly broadcast TV anime programs Japan 2013-2022



Description: The number of newly broadcast television animation programs in Japan amounted to 246 in 2022, which was a slight increase compared to the previous year. Next to regular TV animation programs, the figures also include animations inserted into other TV programs and TV animations that were combined with live-action programs. The number of newly broadcast programs is usually substantially higher than the number of continuously broadcast television animation programs. Read more

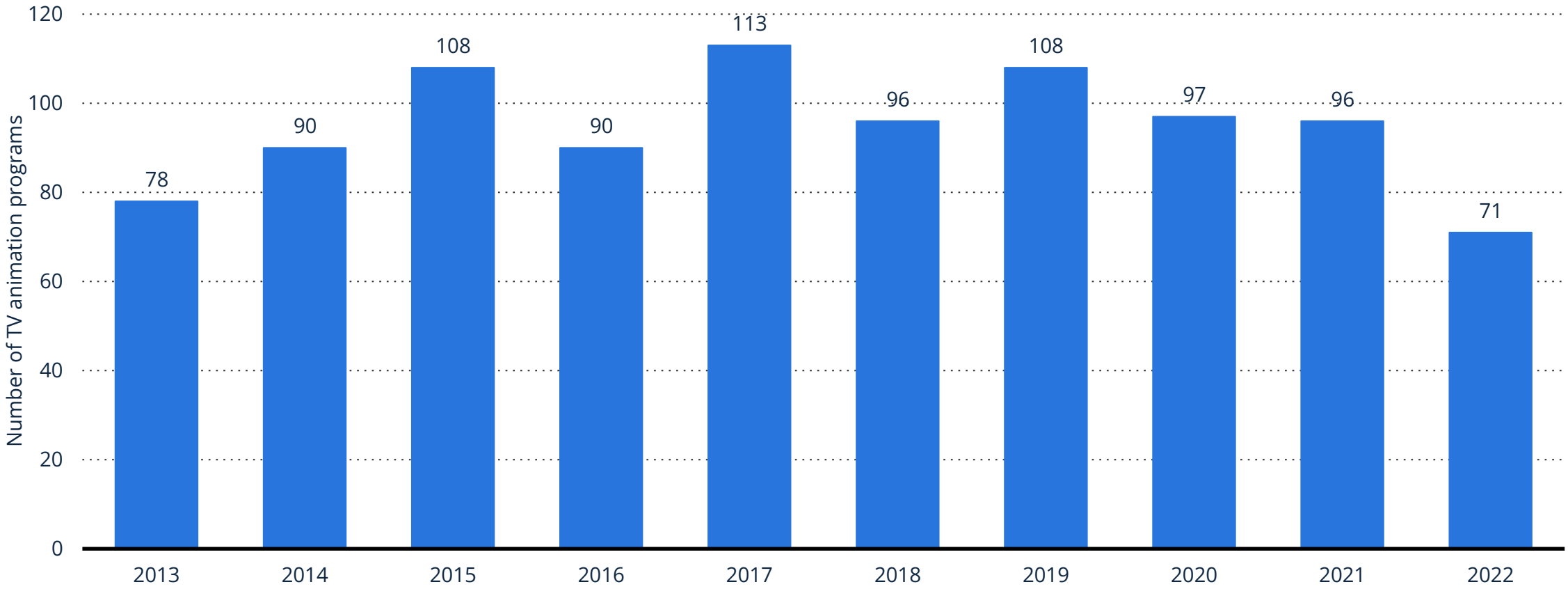
Note(s): Japan; 2013 to 2022; TV animation programs, animations inserted into other TV programs, and TV animations combined with live-action programs

Source(s): The Association of Japanese Animations

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Number of continuously broadcast television animation programs in Japan from 2013 to 2022

Continuously broadcast TV animation programs Japan 2013-2022

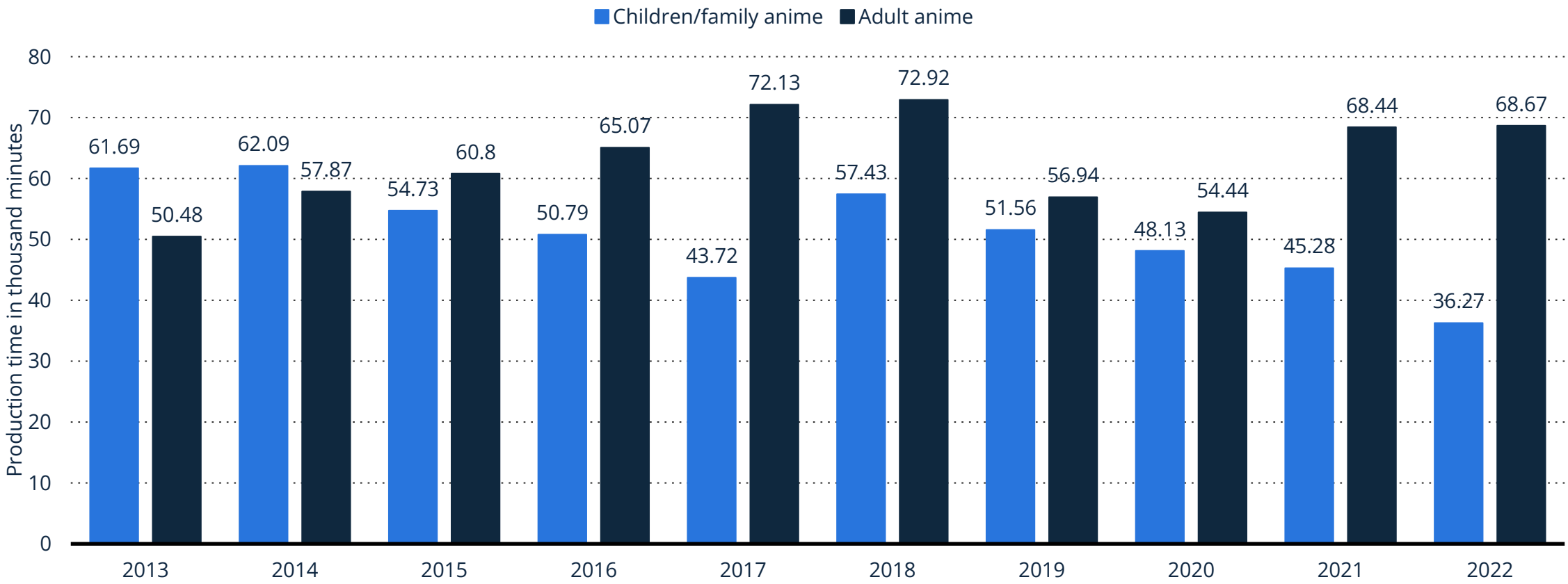


Description: The number of continuously broadcast television animation programs in Japan amounted to 71 in 2022. Next to regular TV animation programs, the figures also include animations inserted into other TV programs and TV animations that were combined with live-action programs. The number of newly broadcast television animation programs is usually substantially higher than the number of continuously broadcast programs. Read more
Note(s): Japan; 2013 to 2022; TV animation programs, animations inserted into other TV programs, and TV animations combined with live-action programs
Source(s): The Association of Japanese Animations

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Total production minutes of children/family and adult television animation in Japan from 2013 to 2022 (in 1,000 minutes)

Production minutes of daytime and late-night TV anime Japan 2013-2022



Description: The animation industry in Japan produced about 68.7 thousand minutes of television broadcast anime for adults in 2022, compared to around 36.3 thousand minutes of animation for children and families. Animation for adults overtook animation for children and families in 2015. The expansion of late-night animation production observed throughout most of the 2010s can be mainly attributed to their increasing monetization on the internet, while one major factor for the stagnation and [...] Read more
Note(s): Japan; 2013 to 2022; animations broadcast after 9 p.m. on Tokyo MX, BS 11, etc., are counted as late-night anime
Source(s): The Association of Japanese Animations

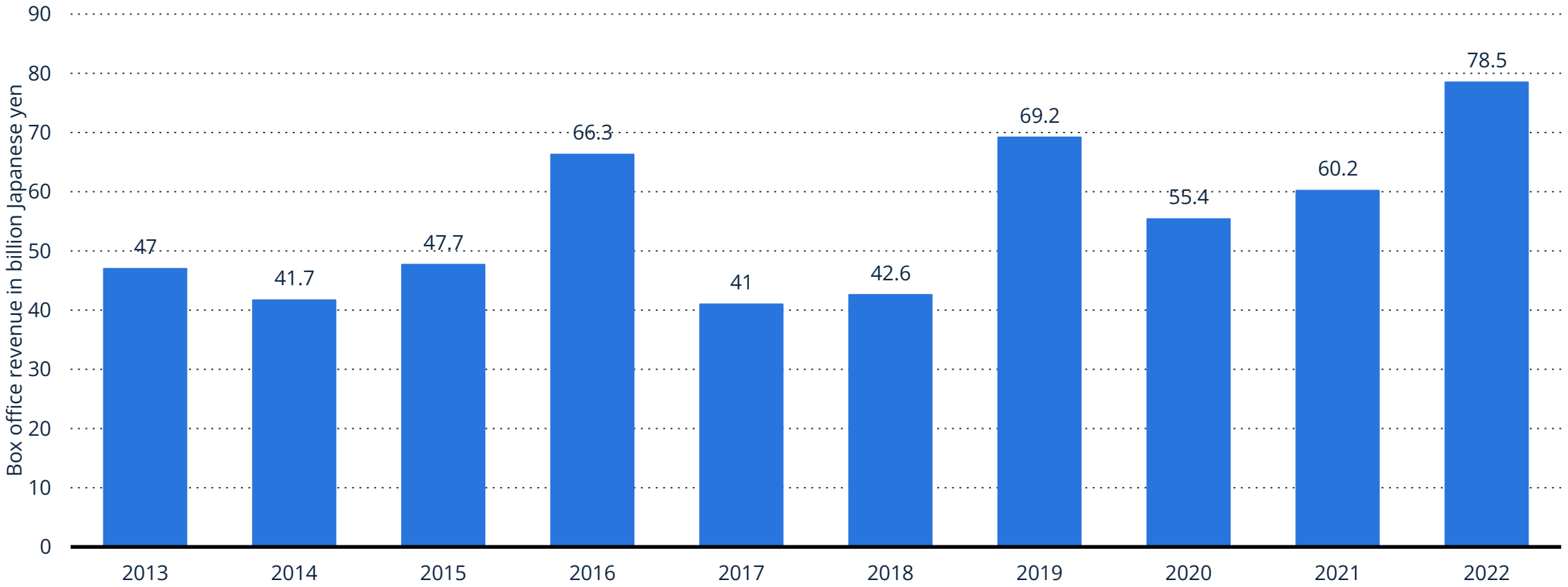
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CHAPTER 03

Movies

Box office revenue of animation movies in Japan from 2013 to 2022 (in billion Japanese yen)

Box office revenue of anime movies Japan 2013-2022

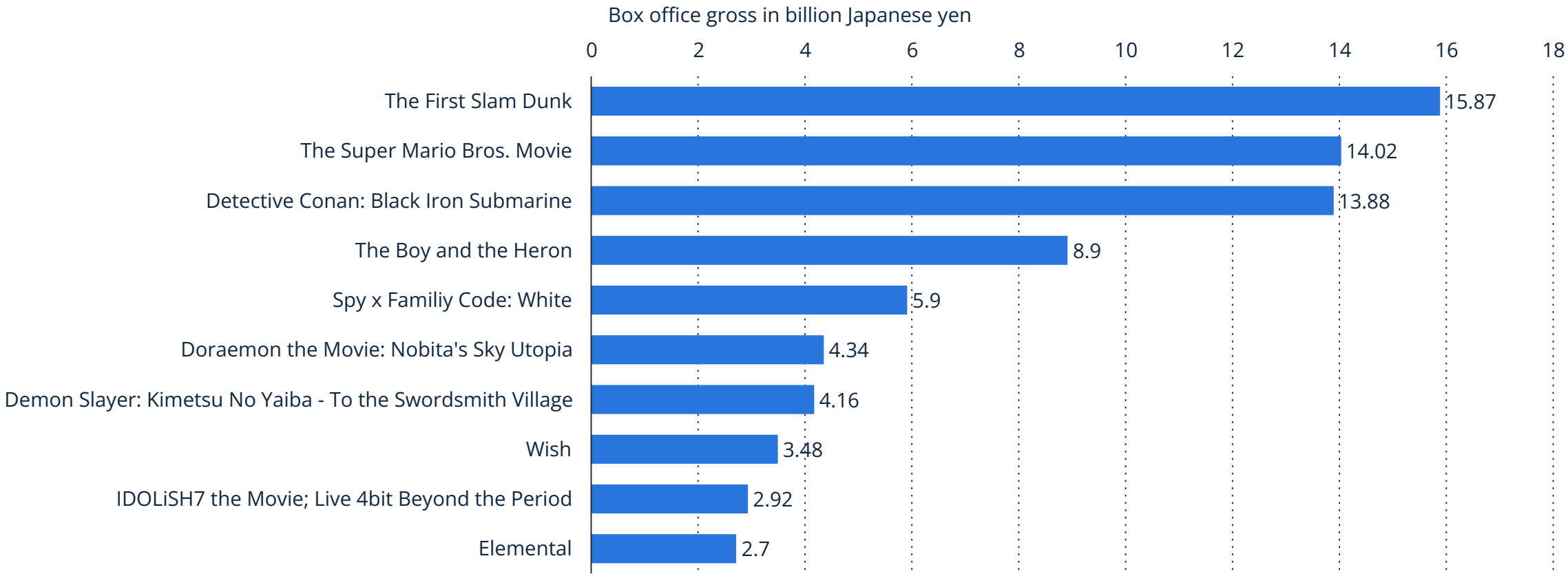


Description: The box office revenue of animated movies in Japan amounted to 78.5 billion Japanese yen in 2022. The box office revenue is marked by a relatively high volatility, which can largely be explained by the release of hit titles during a particular year. The sudden increase in 2016 can be attributed to the success of the movie "Your Name" by director Makoto Shinkai, which generated a box office revenue of about 25 billion yen during that year. Shinkai also directed "Weathering With You," which [...] Read more
Note(s): Japan; 2013 to 2022; domestic revenue
Source(s): Bunkatsushin; Kinema Junpo; Motion Picture Producers Association of Japan; The Association of Japanese Animations

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Leading animation movies at movie theaters in Japan in 2023, based on box office gross (in billion Japanese yen)

Most successful animated films in Japan 2023, based on box office gross



Description: With a box office gross of 15.87 billion Japanese yen, "The First Slam Dunk" was the most successful animated movie at movie theaters in Japan in 2023. It was followed by "The Super Mario Bros. Movie" and "Detective Conan: Black Iron Submarine." Read more

Note(s): Japan; 2023

Source(s): Pixiin.com

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