**INDUSTRIES & MARKETS** 

#### Comic books in France



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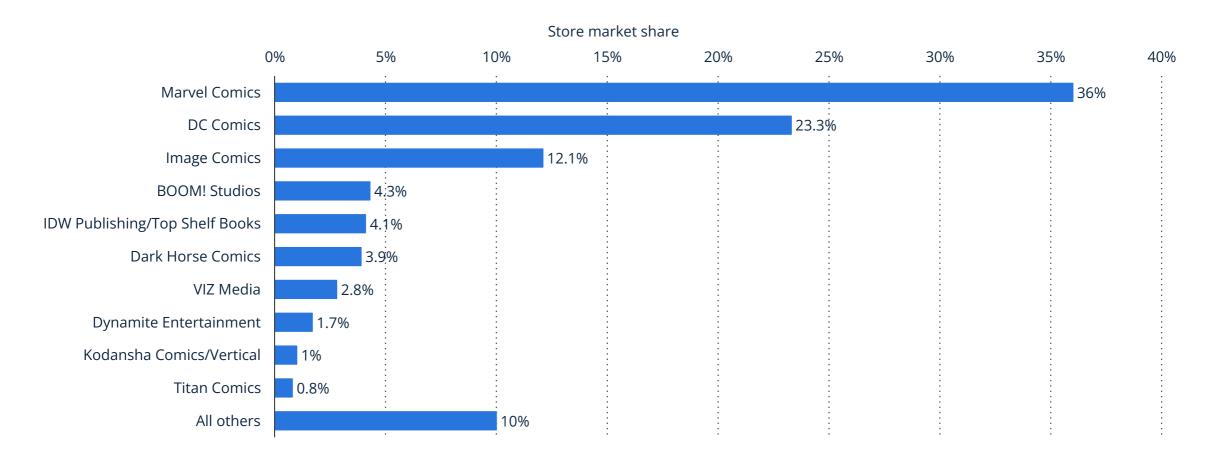
CHAPTER 01



## Distribution of comic store sales in the United States in 4th quarter 2023, by publisher

Comic publisher: store market share in the U.S. 2023

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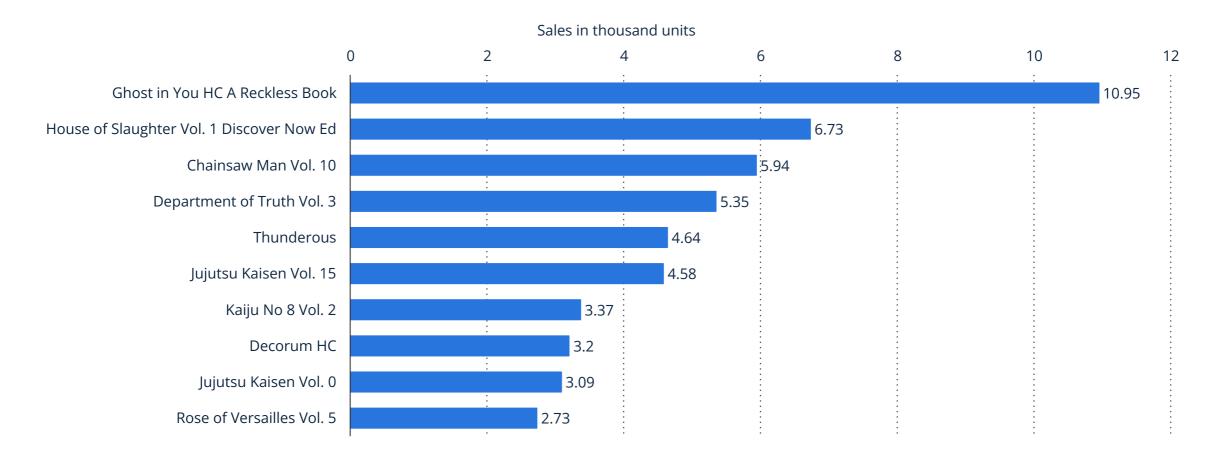


Description: Data on the distribution of comic store sales in the United States according to publisher revealed that Marvel Comics' dollar sales share in comic stores amounted to 36 percent in the fourth quarter of 2023. Ranked second that quarter was DC Comics, with a market share of 23.3 percent. Both companies compete for the top spot each month and command far larger shares than their smaller rivals. Read more Note(s): United States; Q4 2023; share in comic stores Source(s): ICV2



## Graphic novels with the highest estimated number of shipments to comic book stores in North America in April 2022 (in 1,000 units)

Sales of graphic novels to comic stores in North America 2022

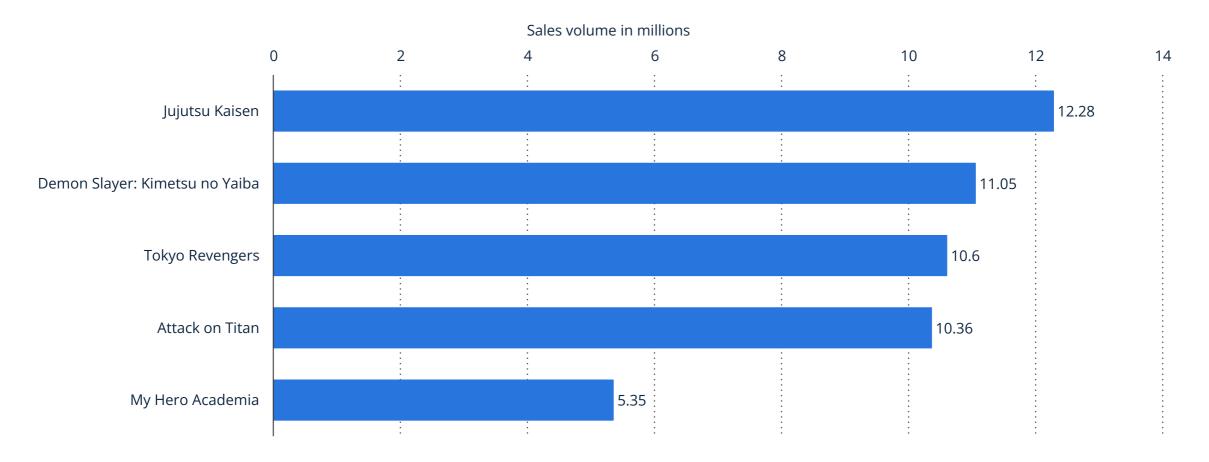


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Description: In April 2022, 'Ghost in You HC A Reckless Book' was the top-selling graphic novel in North America according to the information provided by the source, with a total of 10.95 thousand copies shipped to comic book stores that month. Ranking second was 'House of Slaughter Vol. 1 Discover Now Ed' with an estimated 6.73 thousand shipments. <u>Read more</u> Note(s): North America; April 2022; includes all items on Diamond's Top 400 charts Source(s): Comichron; Diamond Comic Distributors

# Most popular manga series in Japan in 2022, based on sales volume (in millions)

Leading manga series in Japan 2022, based on sales volume

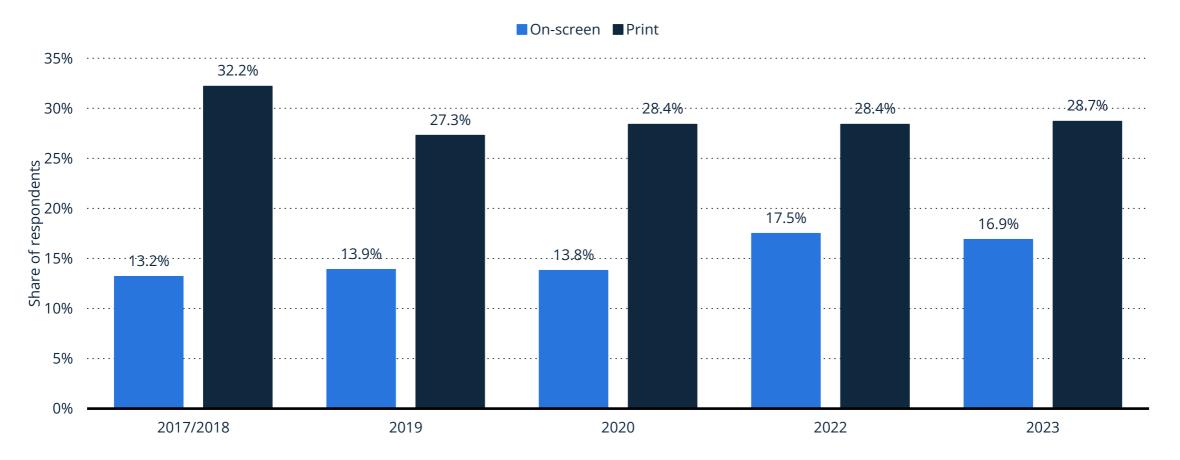


Description: The manga series "Jujutsu Kaisen" was the best-selling manga series in Japan from November 2021 to November 2022. The series, which is created by Gege Akutami, sold almost 12.3 million volumes during that period. "Demon Slayer: Kimetsu no Yaiba," which had topped the ranking in 2020, came in second with more than 11 million copies. <u>Read more</u> Note(s): Japan; November 22, 2021 to November 20, 2022; estimated sales of physical copies Source(s): Anime News Network; Oricon



### Share of children and young people reading comics and graphic novels outside of school in the United Kingdom (UK) from 2017 to 2023, by format

Comic book reading by young people in the United Kingdom 2017-2023, by format

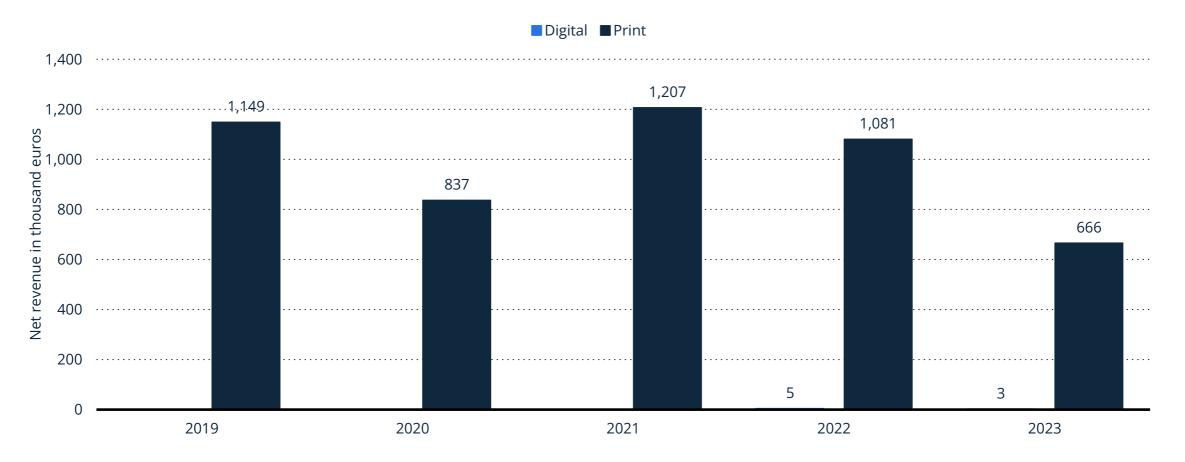


Description: In the United Kingdom in 2023, 28.7 percent of children and young people aged between eight and 18 years old reported having read print comics outside of school, the highest recorded since the 2017/2018 survey. Print was generally the preferred format for reading materials, with the exception of news and song lyrics, which more kids and teens chose to read on a screen. <u>Read more</u> Note(5): United Kingdom; 2017 to 2023; 64,066 respondents; 8-18 years Source(5): National Literacy Trust



## Publisher sales revenue from comic books in Finland from 2019 to 2023 (in 1,000 euros)

Publisher sales revenue from comics in Finland 2019-2023

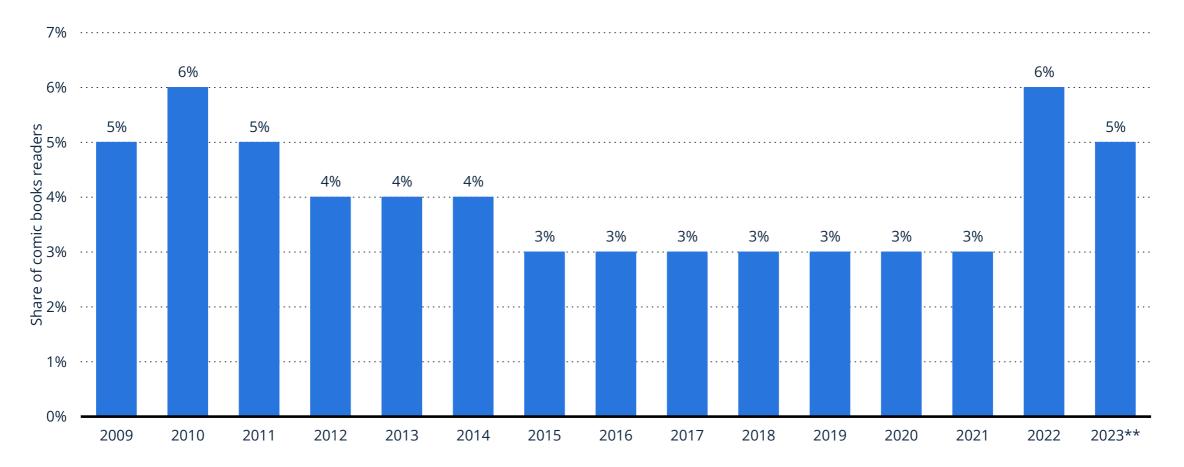


Description: The publisher sales revenue from comic books in Finland declined significantly in the period from 2019 to 2023. As of 2023, the sales revenue amounted to roughly 669,000 euros, decreasing 417,000 euros compared to the previous year. Digital comics accounted for 3,000 euros of revenue that year. <u>Read more</u> Note(s): Finland; 2019 to 2023; Net sales excl. VAT; incl. both printed books and digital publications Source(s): Finland; Printer Association



### Share of comic books readers in Norway on an average day from 2009 to 2023

Share of comic books readers in Norway daily 2009-2023



Description: As of 2023, five percent of the Norwegians stated to read comic books on an average day, this has been an increase compared to recent years. However, it has to be taken into account that the survey included and older age group, beginning in 2022. Read more Note(s): Norway; 2009 to 2023; 3,183\*; 9 years and older\*; \* until 2021, the survey included respondents in the age group of 9 to 79 years. From 2022 on, the survey was extended to respondents older than 79 years as well \*\* refers only to the [...] Read more Source(s): Statistics Norway statista 🗹

CHAPTER 02

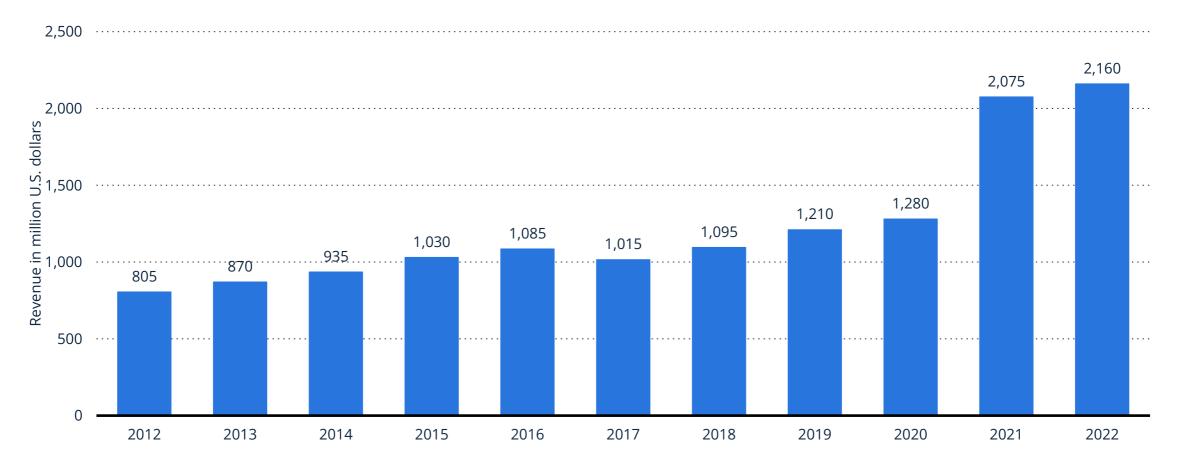
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## Comics and graphic novel sales revenue in North America from 2012 to 2022 (in million U.S. dollars)

Comics sales revenue in North America 2012-2022

10

Source(s): Comichron: ICV2



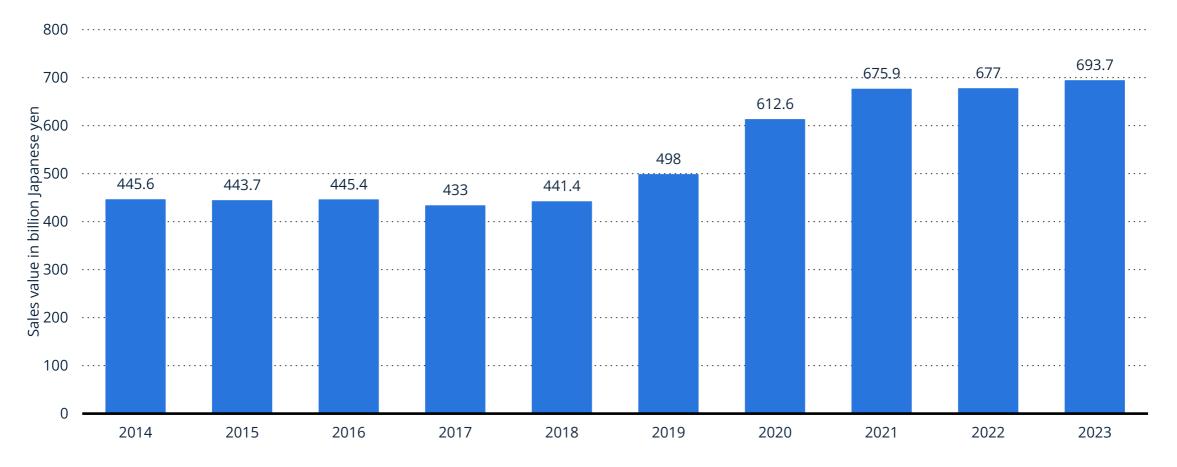
Description: The revenue from comic and graphic novel sales in North America reached 2.16 billion U.S. dollars in 2022, up four percent from the 2.075 billion U.S. dollars in the previous year. The source noted that comic sales were flat, with all the growth accounted by for by graphic novels. Read more by for by graphic novels. Read more Note(S): North America: 2012 sales to end consumers only: does not includes sales to libraries. print subscriptions. colectible back issue sales and paywall website subscription revenues



#### Sales value of comics in Japan from 2014 to 2023 (in billion Japanese yen)

Manga market size in Japan 2014-2023

11



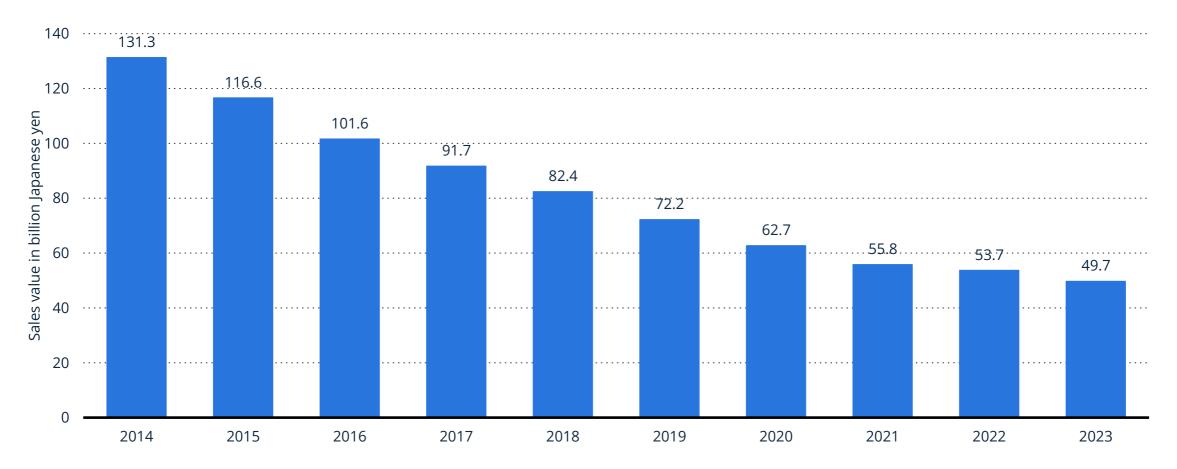
Description: The sales value of comics, or manga, in Japan was estimated at 693.7 billion Japanese yen in 2023. The market size increased for the sixth year in a row. <u>Read more</u> Note(s): Japan; 2014 to 2023; estimated sales value of printed comic books, printed comic magazines, and digital comics (including digital magazines) Source(s): Research Institute for Publications



## Sales value of printed comic magazines in Japan from 2014 to 2023 (in billion Japanese yen)

Printed manga magazines market size in Japan 2014-2023

12



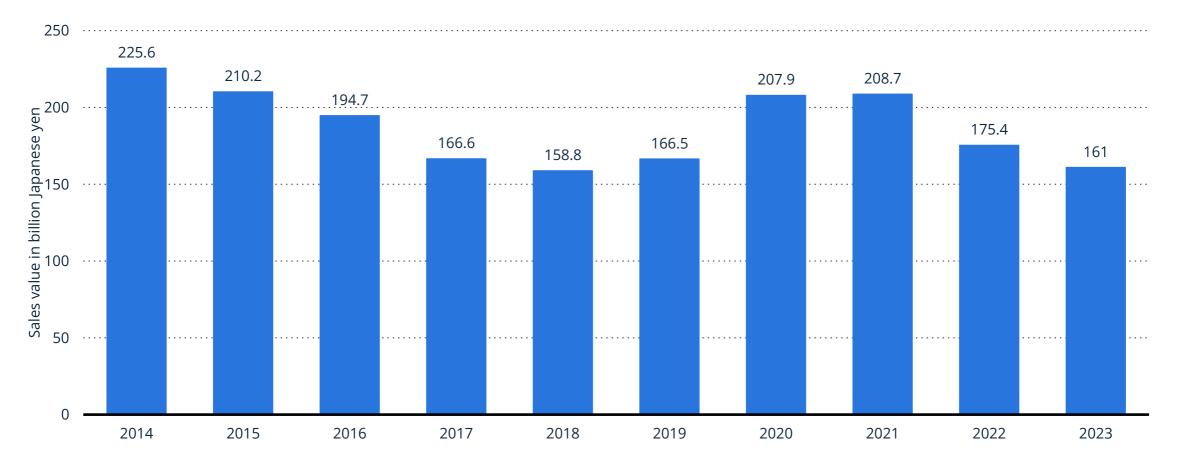
Description: The sales value of printed comic magazines in Japan was estimated at 49.7 billion Japanese yen in 2023. The market size greatly decreased from more than 131 billion yen in 2014. Next to printed comic magazines, the Japanese comic market also encompasses printed comic books and digital comics. <u>Read more</u> Note(s): Japan; 2014 to 2023; estimated sales value Source(s): Research Institute for Publications



## Sales value of printed comic books in Japan from 2014 to 2023 (in billion Japanese yen)

Printed manga book market size in Japan 2014-2023

13

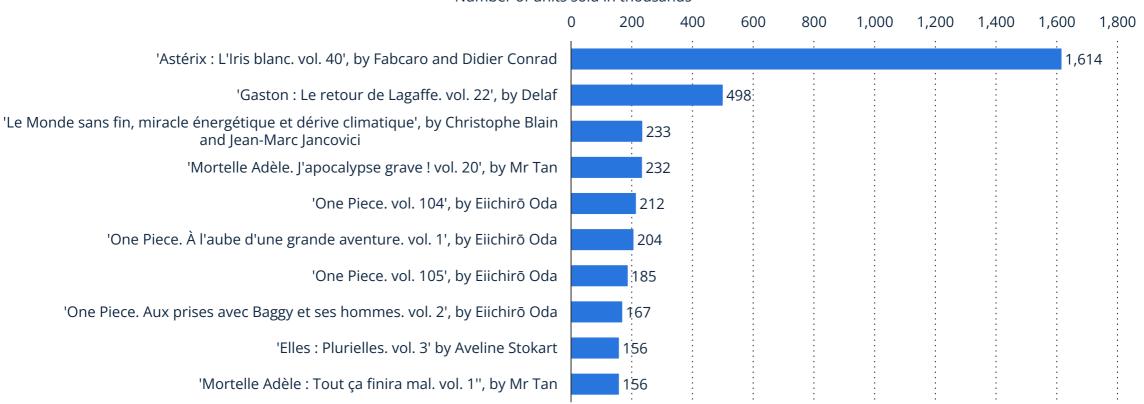


Description: The sales value of printed comic books in Japan was estimated at 161 billion Japanese yen in 2023, which was a decrease of more than 14 billion yen compared to the previous year. Comic books showed exceptional growth in 2020 due to the success of "Demon Slayer" as well as an increased demand for entertainment amid the COVID-19 pandemic. In 2021, further hit titles such as "Jujutsu Kaisen" and "Tokyo Revengers" contributed to the momentum of the market. The year 2022 was marked [...] Read more Note(s): Japan; 2014 to 2023; estimated sales value Source(s): Research Institute for Publications

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#### Number of units sold of bestselling comics in France in 2023, by title (in thousands)

Unit sales of best selling comic books in France 2023



#### Number of units sold in thousands



Source(s): Gfl

## Breakdown of book publisher revenue in France from 2010 to 2021, by genre

Book publisher revenue distribution in France 2010-2021, by book genre

#### Novels, fairy tales, short stories

Youth

15

Comics and mangas

Extracurricular/pedagogy, teacher training\*

Dictionaries and encyclopedias

Science and technology, medicine, management

Geographical maps, atlas

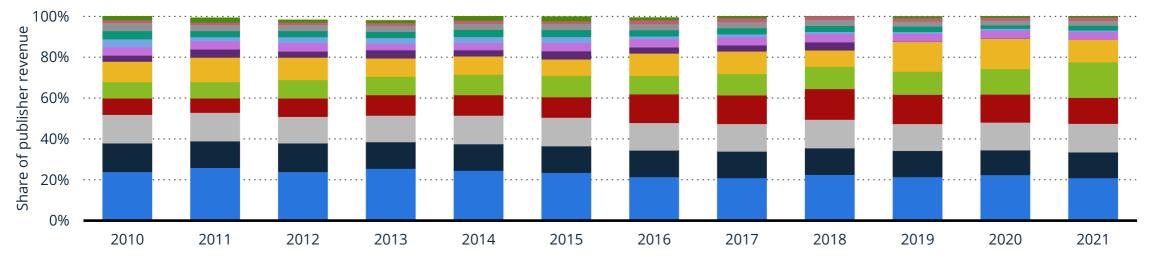
- Leisure activities, practical life, tourism, regionalism
- Humanities and social sciences, law

School books

Documents, news, essays

Art books

Religion, esotericism



Description: In 2021, novels represented less than a quarter of book publisher revenue in France, making it the leading segment of that year. Comics and manga accounted for 17.4 percent of the total book publisher revenue, a value that has kept increasing over the past decade. Read more Note(s): France; 2010 to 2021 Source(s): Syndicat National de l'Edition



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