Manga’s Momentum

Print unit sales for adult comics and graphic novels reached 35.7 million in 2022, the highest volume on record for the category in Circana BookScan™ history (since 2004). Sales were up 4% over the previous high point in 2021, with manga contributing to 90% of the annual gains. Take a closer look …

Manga sales have quadrupled since 2019, growing 27 times faster than the total print book market.

Top Growth Markets
Many Midwestern cities over-indexed in manga growth in 2022, including Oklahoma City, OK, Kansas City, MO, Milwaukee, WI, and Columbus, OH.

Our U.S. Manga Data Service is a customized Circana BookScan license reporting service delivering verified book data. It enables you to understand manga performance and trends in the comic and graphic novel market. Use it for weekly unified market views, filterable by title, series, publisher, market, IP owner, and more. Access geographic breakouts and other actionable insights to identify growth opportunities for your business.

Source: Circana/Circana BookScan™ through December 2022, U.S. print unit sales only

Want more insights like this? Contact your Circana account representative, or email sheryll.harkins@circana.com.