

2024 Korean Character Merchandise Purchase: User Trends and Insights

This report provides a comprehensive analysis of user trends and insights into the character merchandise purchase based on the *2024 Content Usage Survey* conducted by the Korea Creative Content Agency.

(Source: KOCCA)

Character Merchandise Purchase Rate

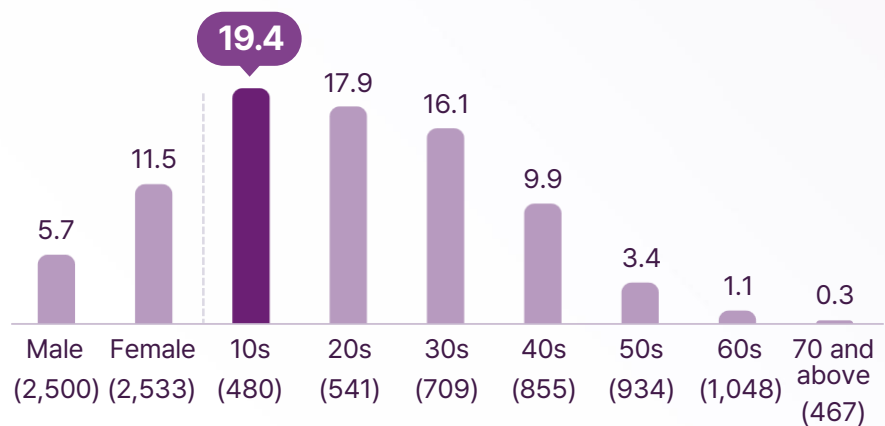
Analysis of Character Merchandise Buyers

- ▶ Among respondents aged 10 and above (n=5,033), 8.6% reported purchasing character merchandise in the past year.
- ▶ The purchase rate among females was 11.5%, approximately twice that of males.
- ▶ In general, the younger the age group, the higher the purchase rate.

[Graph 1: Character Merchandise Purchase Rate]

(Base: Total (n=5,033), Unit: %)

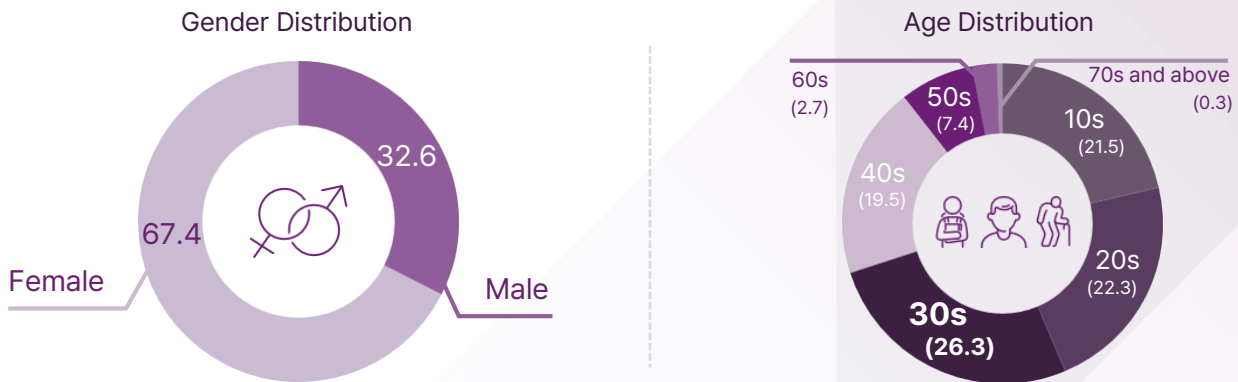
Character Purchase Rate



- ▶ Among those who purchased character merchandise in the past year (n=433), females accounted for 67.4%, which is significantly higher than males (32.6%).
- ▶ By age group, those in their 30s represented the largest share, followed by individuals in their 20s and then teenagers.

[Graph 2: Character Merchandise Consumers Composition]

(Base: Character Merchandise Buyers in the Past Year (n=433), Unit: %)



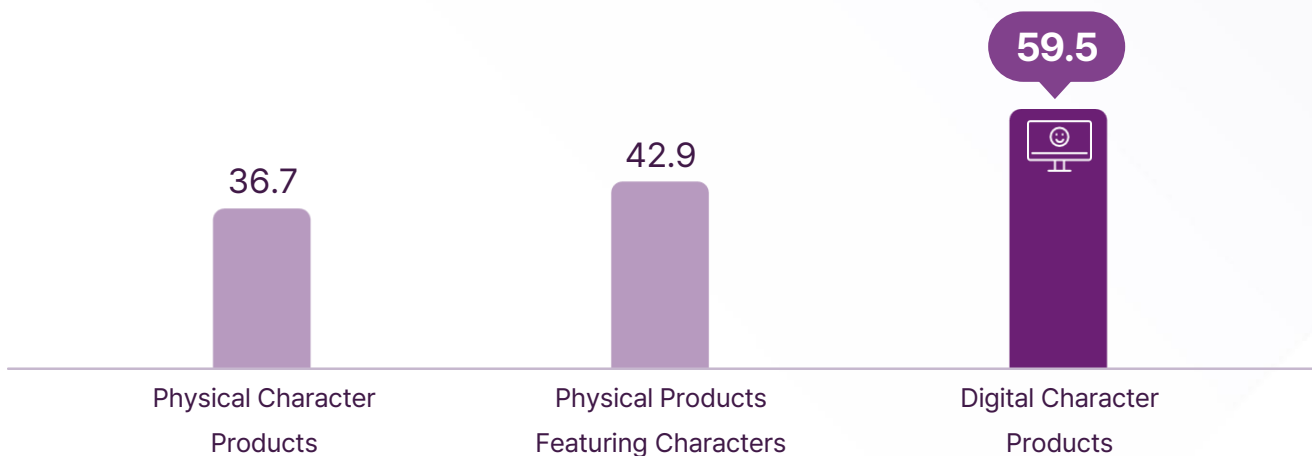
Character Merchandise Purchases Overview

Types of Character Merchandise

- ▶ By merchandise type, digital character products accounted for the highest purchase rate at 59.5%, followed by physical products featuring characters (42.9%) and physical character products (36.7%).

[Graph 3: Purchase Rate by Type of Character Merchandise]

(Base: Character product buyers in the last year (n=433), Unit: %)

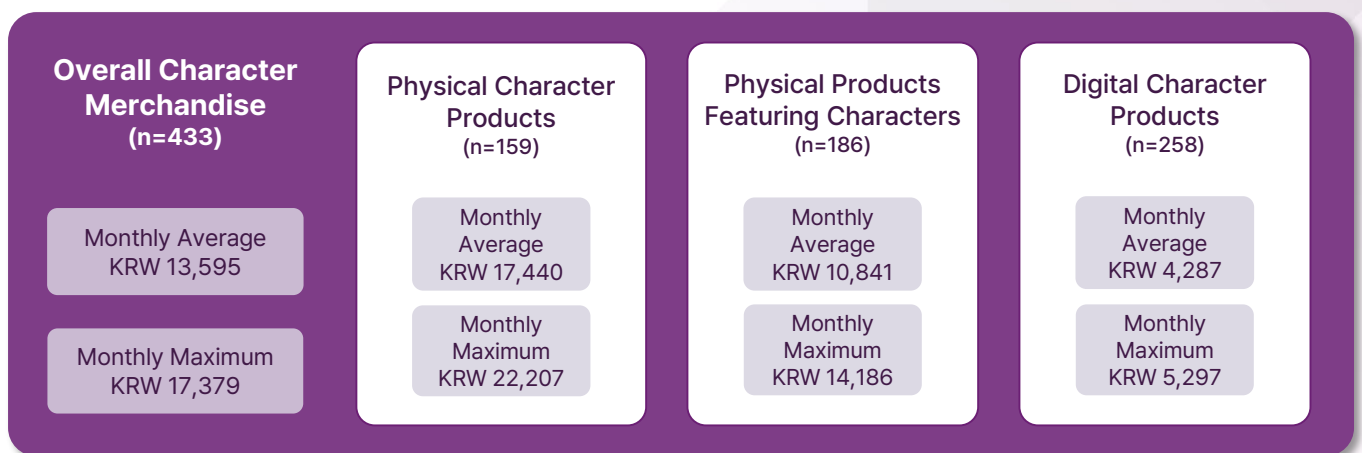


Character Merchandise Purchase Spending

- ▶ Among character product buyers in the past year (n=433), the average monthly expenditure on character products was KRW 13,595.
- ▶ By product type, the monthly average spending was KRW 17,440 on physical character products, KRW 10,841 on physical products featuring characters, and KRW 4,287 on digital character products.

[Figure 1: Purchase Rate by Type of Character Merchandise]

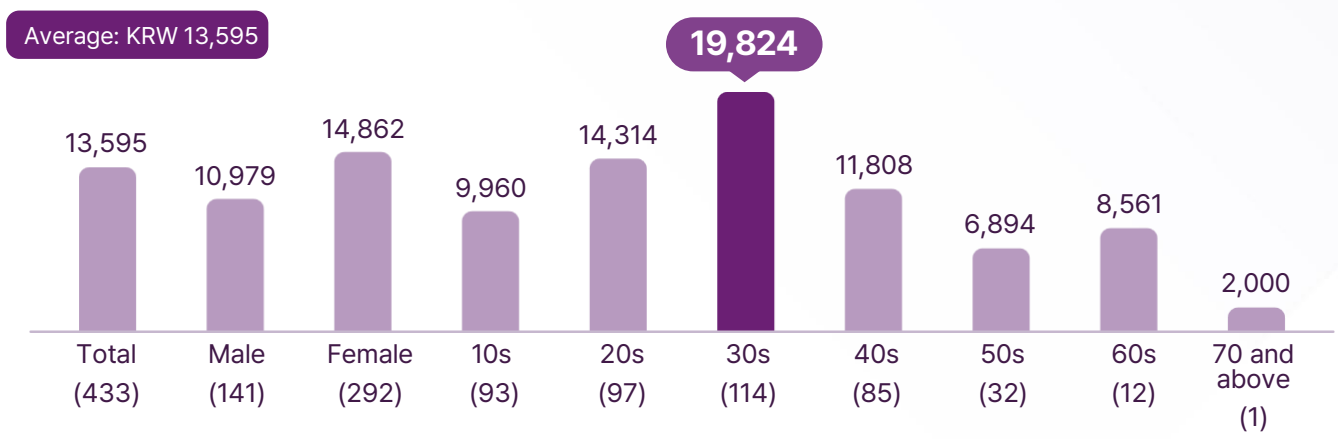
(Base: Character Merchandise Buyers in the Past Year (n=433), Unit: %)



- ▶ In terms of overall character product expenditure, female consumers spent approximately KRW 4,000 more than male consumers.
- ▶ By age group, individuals in their 30s recorded the highest spending, averaging around KRW 20,000, followed by those in their 20s, 40s, and teens, in that order.

[Graph 4: Average Monthly Spending on Character Merchandise]

(Base: Character Merchandise Buyers in the Past Year (n=433), unit: KRW)



Conclusion and Key Takeaways



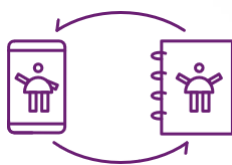
Gender Gap

- Women show higher purchase rates and spending than men.
- Indicates the need to focus marketing strategies on female consumers.



Age-Based Demand

- Teens and 20s lead in purchase rates, but 30s spend the most.
- Suggests a dual strategy: expand consumption among younger groups, boost revenue through 30s and above consumers.



Product-Type Differentiation

- Digital products lead in purchase rates, while physical products lead in spending.
- Highlights the need for a balanced portfolio addressing both purchase frequency and spending scale.

Original Source

Korea Creative Content Agency. (December 20, 2024). 2024 Content Usage Survey.

<https://www.kocca.kr/kocca/bbs/view/B0000147/2007287.do?searchCnd=1&searchWrd=&cateTp1=&cateTp2=&useYn=&menuNo=204153&categorys=0&subcate=0&cateCode=&type=&instNo=0&questionTp=&ufSetting=&recovery=&option1=&option2=&year=&morePage=&qtp=&domainId=&sortCode=&pageIndex=4#>