

2024 Digital Media Consumption and Webtoon Industry Trends in Korea

This report provides a comprehensive analysis of the digital media usage patterns and the webtoon industry trends in Korea based on the "Webtoon industry in South Korea" conducted by Statista.

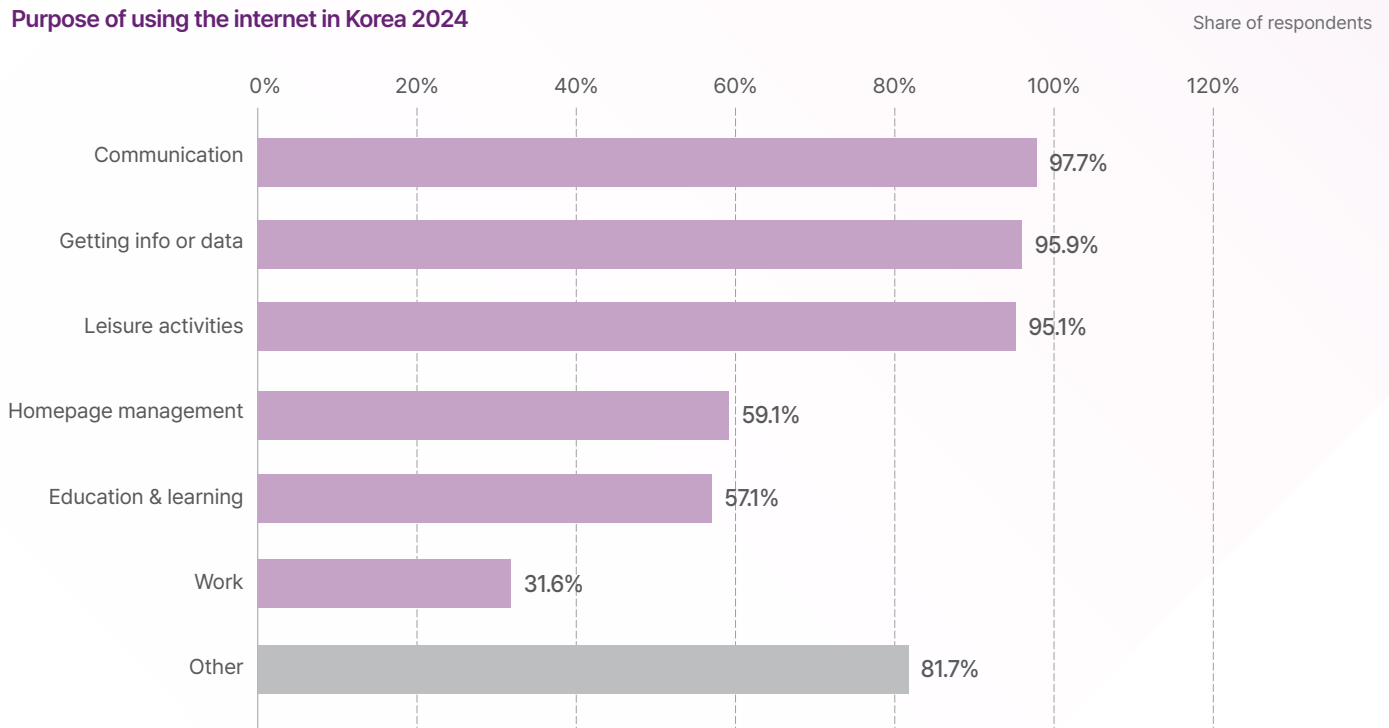
(Source: Statista)

Digital Media Usage Trends

Most popular internet usage reasons according to online users in Korea (2024)

- According to a survey conducted in South Korea, the most common reason for using the internet was for communication, cited by 97.7% of respondents. Other major purposes included getting information or data (95.9%) and leisure activities (95.1%).
- Overall, internet usage across nearly all age groups in Korea remains high, reflecting diverse and multifaceted digital engagement.
- The data was collected in Korea between September 23 and November 22, 2024, from 60,229 respondents across 25,509 households aged 3 years and older who were internet users. The survey was conducted by Gallup Korea; Ministry of Science and ICT (South Korea); NIA.

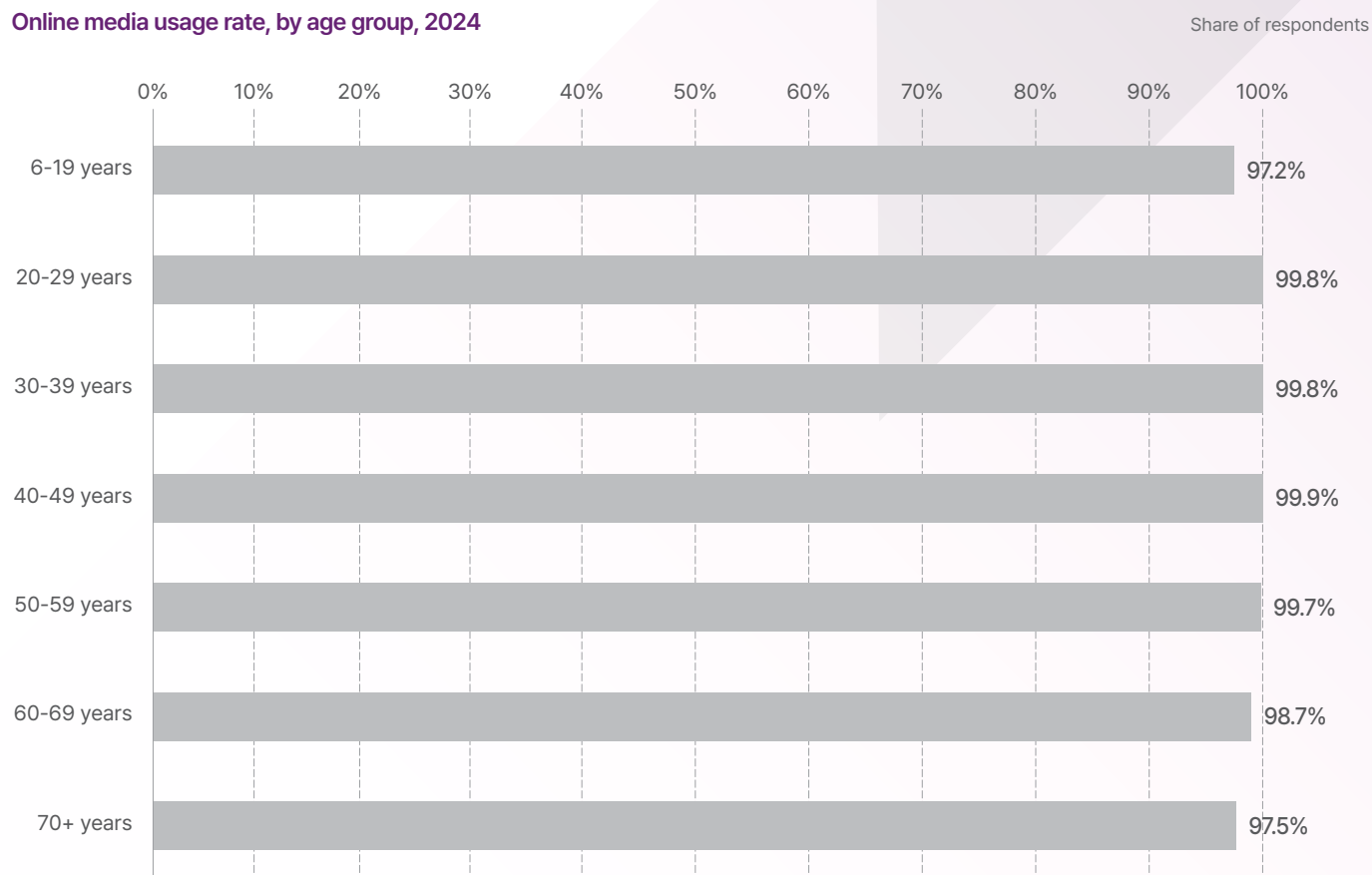
Purpose of using the internet in Korea 2024



Online media usage rate, by age group in Korea (2024)

- According to a 2024 survey conducted in South Korea, nearly all respondents across age groups reported using online media.
- The highest usage rate was observed among those in their 40s at 99.9%, while even the lowest group, children and teenagers, showed a high rate of 97.2%.
- This indicates that online media consumption is nearly universal among Korean internet users.
- The data was collected in Korea between September 23 and November 22, 2024, from 60,229 respondents aged 6 years and older who were internet users. The survey was conducted by Gallup Korea; Ministry of Science and ICT (South Korea); NIA.

Online media usage rate, by age group, 2024

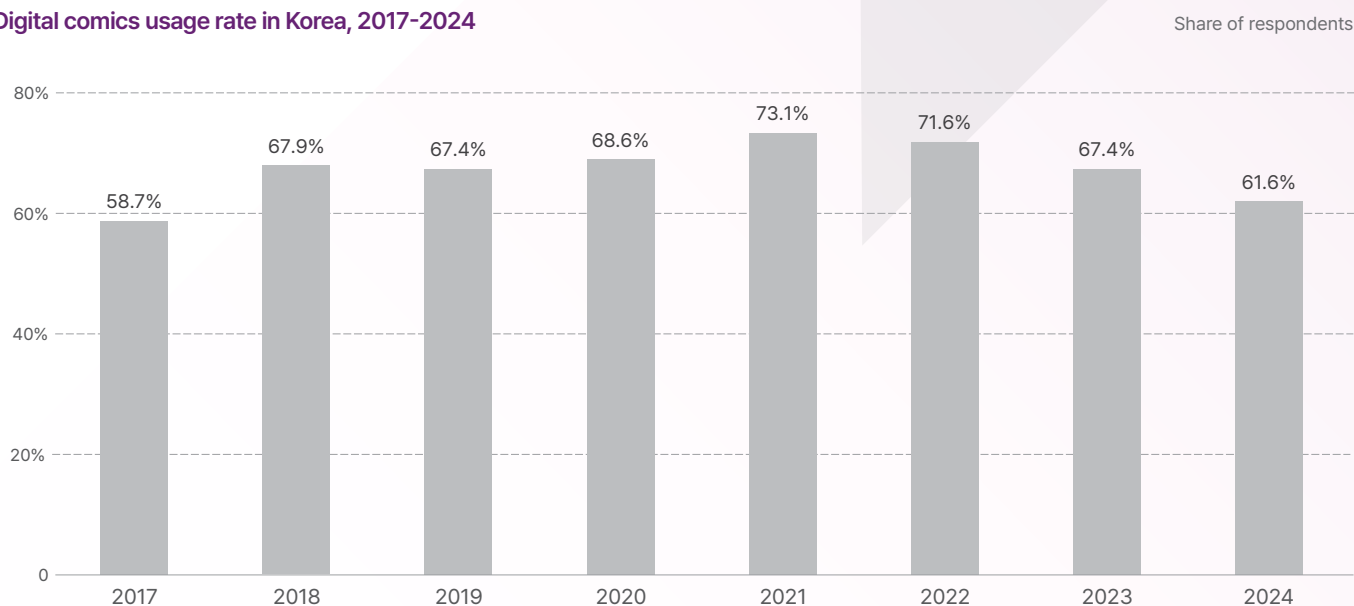


Webtoon Industry and Market Growth

Usage rate of digital comic (webtoons) services in Korea (2017-2024)

- According to a 2024 survey conducted in South Korea, the usage rate of digital comics stood at approximately 61.6%, marking a decline compared to the previous year's 67.4%.
- Despite the decrease, digital comics, particularly webtoons, have maintained strong popularity in recent years.
- Many webtoons have also been adapted into dramas and web series, further expanding their audience reach.
- The data was collected in Korea between 2017 and 2024 from 3,500 respondents aged 10 to 69 who had consumed digital comics within the previous year. The survey was conducted by Embrain Research; Korea Creative Content Agency; MCST (South Korea).

Digital comics usage rate in Korea, 2017-2024

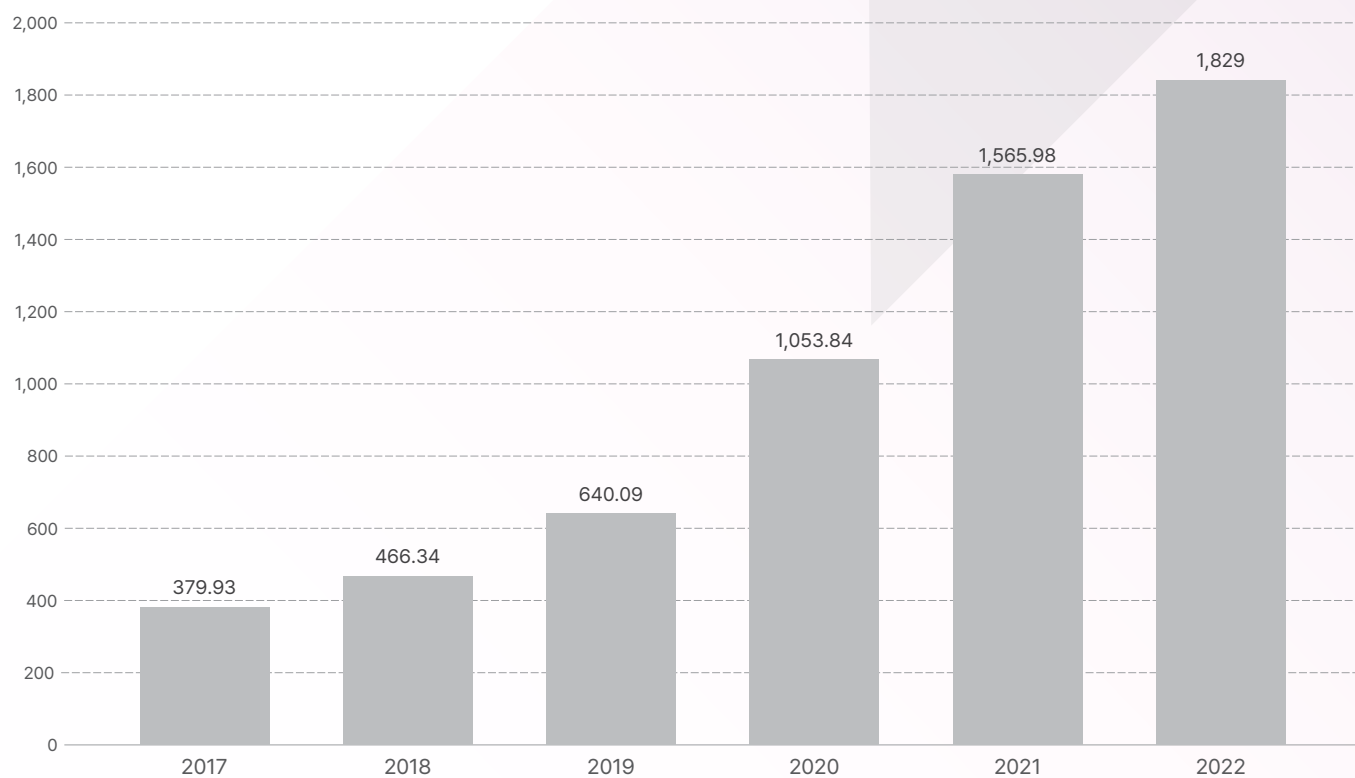


Industry size of webtoons in Korea (2017-2022)

- In 2022, the size of South Korea's webtoon industry was estimated at approximately 1.83 trillion Korean won.
- This represents significant growth compared to 379.9 billion won in 2017, highlighting the industry's rapid expansion over the years.
- Major platforms such as Naver Webtoon and Kakao Webtoon accounted for the majority of market share within the industry.
- The data is based on industry estimates covering South Korea from 2017 and 2022, provided by the Korea Creative Content Agency and Research & Research.

Webtoon industry size in Korea, 2017-2022

Sales revenue in billion South Korean won



Conclusion and Key Takeaways

1

Universal Internet Usage Across All Age Groups

- As of 2024, the online media usage rate exceeded 97% across all age groups, with those in their 40s recording the highest rate at 99.9%.
- This indicates that internet use has become an integral and universal part of everyday life in South Korea, transcending generational boundaries.



2

Communication and Information as Core Internet Purposes

- The main reasons for using the internet were communication (97.7%), getting information or data (95.9%), and leisure activities (95.1%).
- This reflects the central role of the internet as a multifunctional tool embedded in daily routines and social interaction.



3

Fluctuating Yet Stable Webtoon Usage Rate

- The usage rate of digital comics (webtoons) peaked at 73.1% in 2021 but declined to 61.6% in 2024.
- Despite the decrease, more than half of the population continues to consume webtoons, suggesting that digital comics remain a core component of South Korea's content consumption landscape.



4

Sustained Growth of the Webtoon Industry

- The webtoon industry's market size expanded significantly, from 379.9 billion KRW in 2017 to 1.83 trillion KRW in 2022, representing nearly a fivefold increase.
- The market is largely dominated by major platforms such as Naver Webtoon and Kakao Webtoon, indicating a concentrated yet robust industrial structure.



Original Source

Statista. (November 27, 2024). Webtoon industry in South Korea.

<https://www.statista.com/topics/8434/webtoon-industry-in-south-korea/?srsltid=AfmBOoqAwbBfkk7ZdlqoUEKEJ09X2iLiLCcH6iA2Gr9ccJ8VSCFeKBq#topicOverview>