

2024 Animation Consumption Trends in Korea

This report provides a comprehensive analysis of animation consumption trends in Korea based on the “Animation industry in South Korea” conducted by Statista.

(Source: Statista)

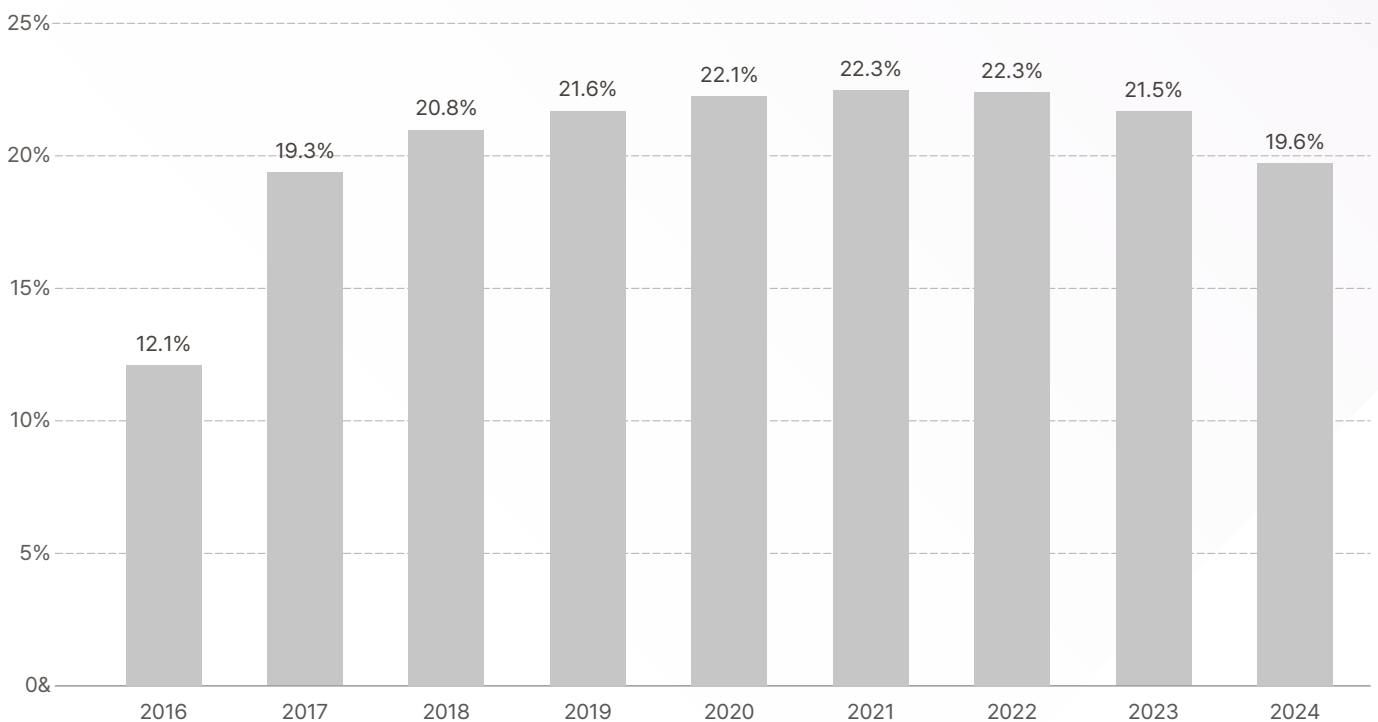
Animation Consumption Frequency in South Korea

Rate of watching animations near daily among viewers in Korea (2016-2024)

- According to the survey, 19.6% of respondents in South Korea watched animation almost daily in 2024.
- This share had previously peaked at 22.3% in both 2021 and 2022 before gradually decreasing.
- Daily viewing rose steadily from 12.1% in 2016 to over 20% by 2018, showing strong long-term growth in frequent consumption.
- The survey was conducted in South Korea from 2016 to 2024, targeting 3,500 respondents aged 10 to 69 among South Koreans who consumed animation within the previous year.
- The data was provided by Embrain Research; Korea Creative Content Agency; MCST (South Korea).

Rate of animation consumers watching it almost daily in Korea, 2016-2024

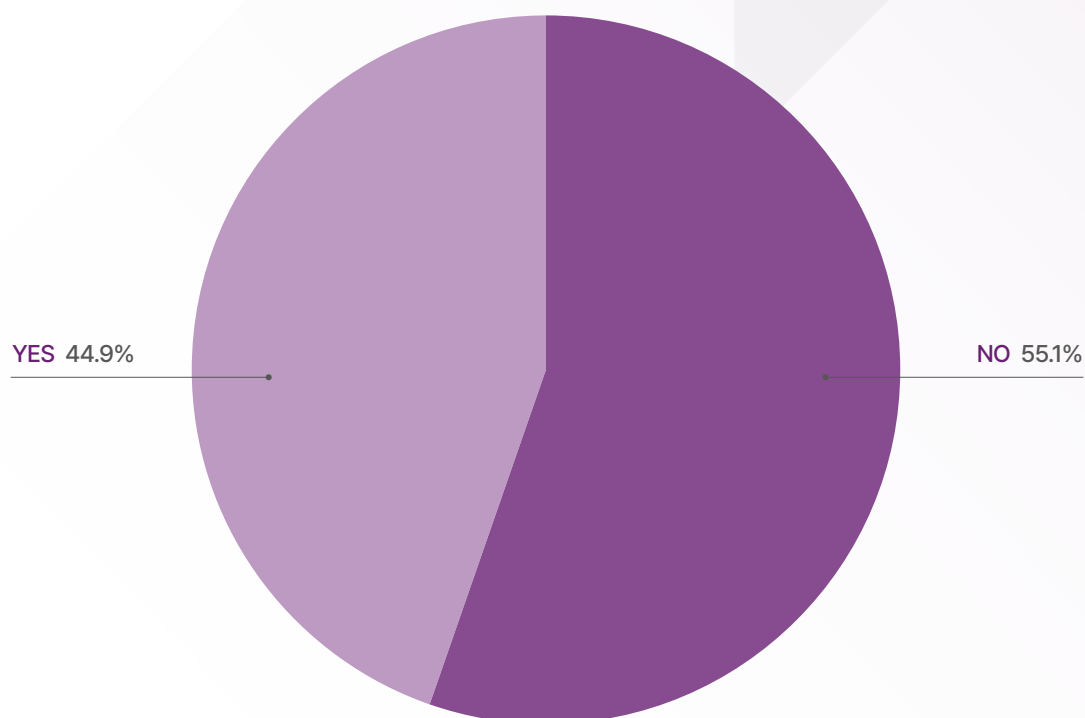
Share of respondents



Recent attendance rate for animated movies in cinemas in Korea (2024)

- According to the survey, 44.9% of respondents in South Korea stated that they had watched an animated movie in a cinema within the past year as of June 2024.
- This is slightly lower than the share who watched animated films in theaters the previous year, when the figure stood at 49.5%.
- A majority of respondents (55.1%) reported that they had not watched animation in theaters during the same period.
- The results suggest that while theatrical viewing remains significant, more than half of viewers did not attend cinemas for animation in the past year.
- The survey was conducted in South Korea from May 20 to June 20, 2024, targeting 3,500 respondents aged 10 to 69 among South Koreans who consumed animation within the previous year.
- The data was provided by Embrain Research; Korea Creative Content Agency; MCST (South Korea).

Watched animation in a movie theater in the previous year in Korea, 2024

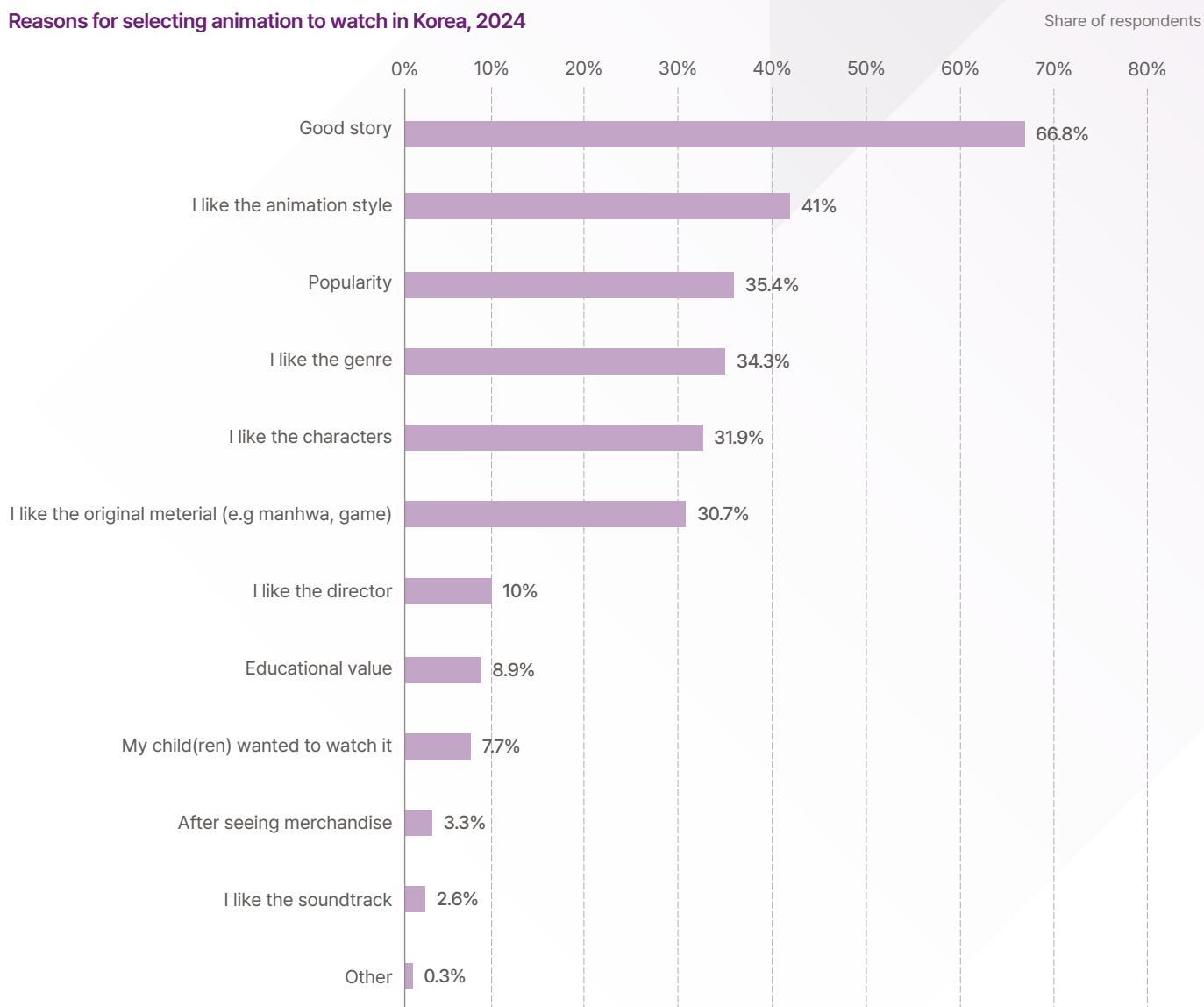


Viewing Methods and Decision Factors

Criteria considered when choosing animation to watch in Korea (2024)

- According to the survey, 66.8% of respondents in South Korea stated that having a good story was the most important factor when choosing which animation to watch in 2024.
- The second most common reason was liking the animation style, chosen by 41% of participants.
- Popularity also played a role, with 35.4% selecting it as a criterion, followed closely by genre preference at 34.3%. Character appeal (31.9%) and preference for original source material such as manhwa or games (30.7%) were also meaningful influences.
- The survey was conducted in South Korea from May 20 to June 20, 2024, targeting 3,500 respondents aged 10 to 69 among South Koreans who consumed animation within the previous year.
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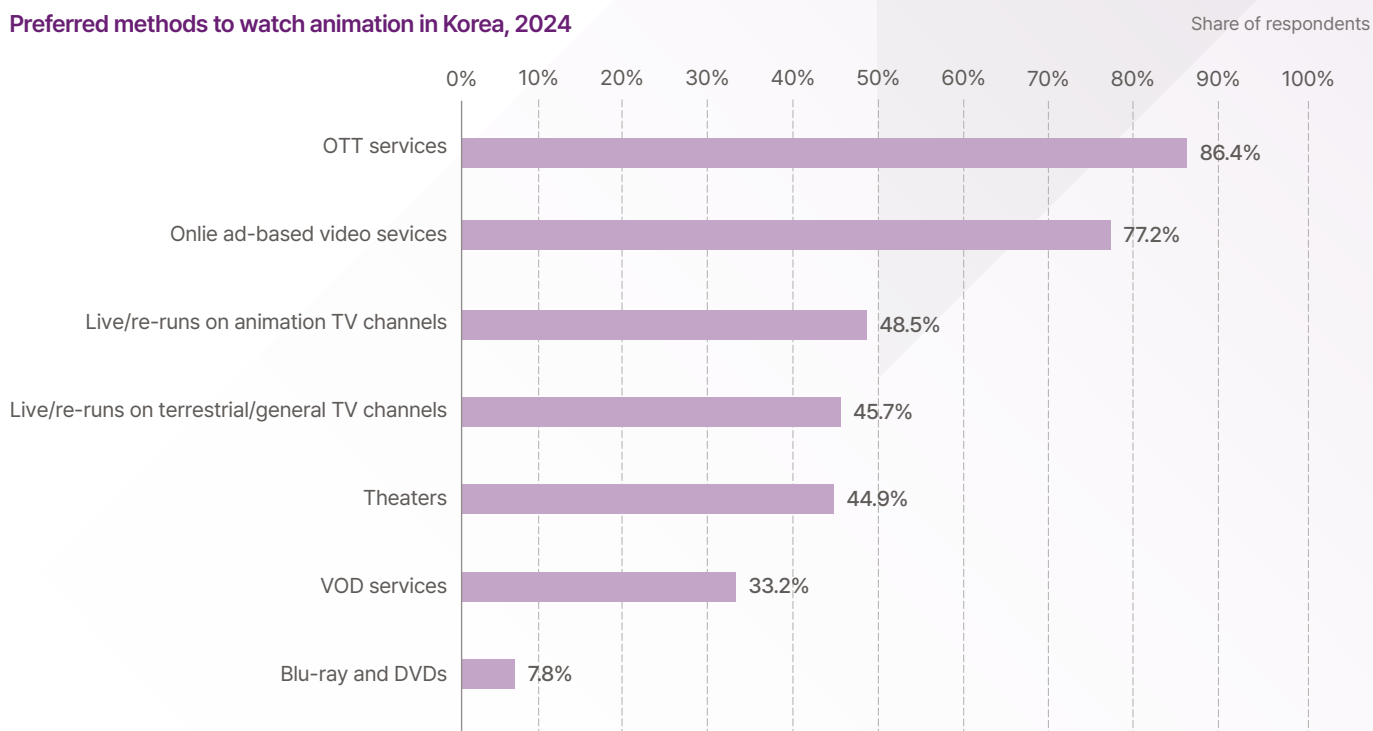
Reasons for selecting animation to watch in Korea, 2024



Main methods of watching animation in Korea (2024)

- According to the survey, 86.4% of respondents in South Korea preferred watching animation through OTT services as of June 2024, making it the most widely used platform.
- The second most common method was online ad-based video services, used by 77.2% of viewers.
- Traditional TV channels also remained relevant, with 48.5% watching via animation-focused channels and 45.7% using terrestrial or general TV channels.
- Cinema viewing accounted for 44.9%, showing that theaters still play a role in animation consumption.
- The survey was conducted in South Korea from May 20 to June 20, 2024, targeting 3,500 respondents aged 10 to 69 among South Koreans who consumed animation within the previous year.
- The data was provided by Embrain Research; Korea Creative Content Agency; MCST (South Korea).

Preferred methods to watch animation in Korea, 2024



Conclusion and Key Takeaways

1 Near-daily viewing increased over the years but dipped recently

- The share of viewers watching almost daily increased from 12.1% in 2016 to 22.3% in 2022, but decreased to 19.6% in 2024, showing long-term growth followed by a modest decline.

2 Cinema attendance for animation fell in 2024

- In 2024, 44.9% of respondents watched an animated movie in theaters within the past year, down from 49.5% the previous year, indicating reduced theatrical engagement.

3 Story quality is the top selection factor

- A good story was selected by 66.8% of respondents, well above animation style (41%), popularity (35.4%), and genre (34.3%), highlighting narrative as the top decision driver.

4 OTT is the dominant viewing method

- OTT services were used by 86.4% of viewers, followed by ad-based online video services (77.2%), animation TV channels (48.5%), and theaters (44.9%), showing diverse and multi-platform consumption habits.

Original Source

Statista. (Feb 2, 2024). Animation in South Korea.

<https://www.statista.com/topics/10573/animation-in-south-korea/?srsltid=AfmBOoo8DqaUFdebSV3fYftoiA---fMdu75TyyTkDpX9fBA1VBE7IVGR#topicOverview>