

# 2024 Animation Preferences and Viewing Patterns 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)

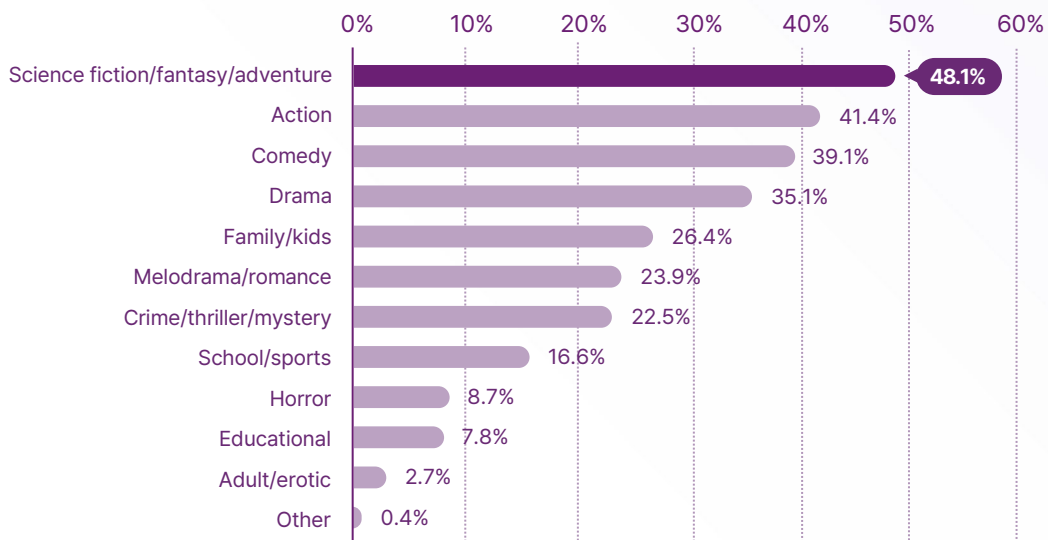
## Content Preferences of Korean Animation Audiences

### Preferred animation genres in Korea (2024)

- ▶ According to the survey, 48.1% of respondents in South Korea selected science fiction/fantasy/adventure as one of their preferred animation genres in 2024.
- ▶ Action followed with 41.4%, making it the second most popular genre among viewers .
- ▶ Comedy ranked third at 39.1%, showing strong appeal across a wide audience. Drama (35.1%) and family/kids content (26.4%) were also notable choices among respondents.
- ▶ 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).

[Graph 1: Popular animation genres in Korea, 2024]

[Share of respondents]



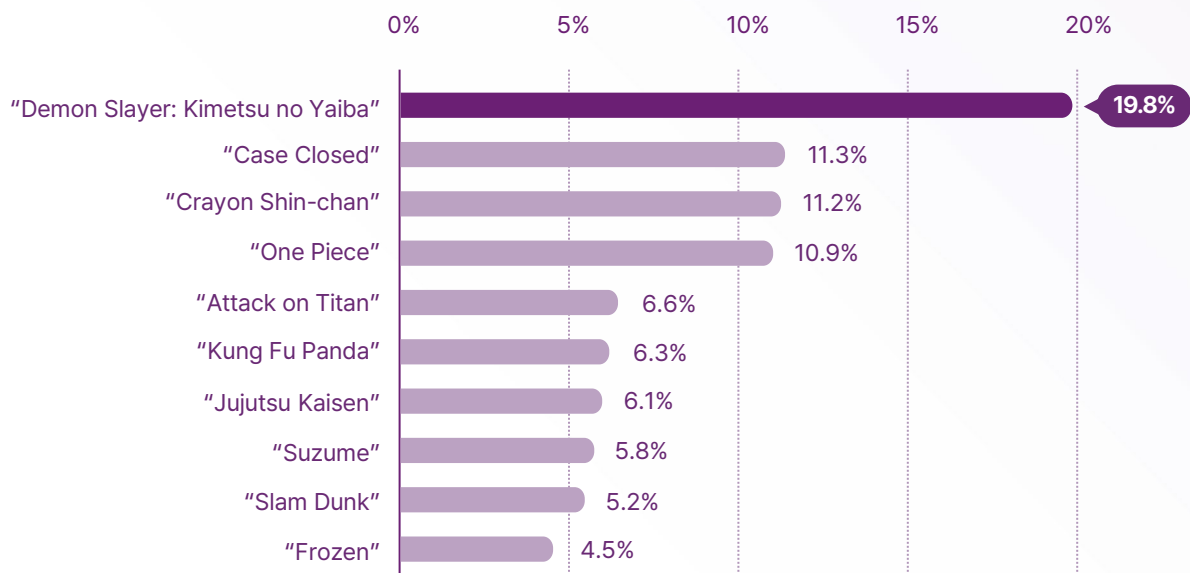
### Preferred animations watched outside of movie theaters in Korea (2024)

According to the survey, 19.8% of respondents in South Korea selected "Demon Slayer: Kimetsu no Yaiba" as one of their preferred animations to watch outside of movie theaters in 2024.

- ▶ Other frequently chosen titles included "Case Closed" at 11.3% and "Crayon Shin-chan" at 11.2%.
- ▶ "One Piece" also ranked highly with 10.9%, showing strong interest in long-running Japanese series.
- ▶ Mid-range favorites included "Attack on Titan" (6.6%) and "Kung Fu Panda" (6.3%). Less commonly selected but still notable titles were "Jujutsu Kaisen" (6.1%), "Suzume" (5.8%), and "Frozen" (4.5%).
- ▶ The survey was conducted in South Korea from May 20 to June 20, 2024, targeting 3,491 respondents aged 10 to 69 among South Koreans who consumed animation via OTT, VODs or TV channels.
- ▶ The data was provided by Embrain Research; Korea Creative Content Agency; MCST (South Korea).

[Graph 2: Favorite animations watched outside of cinemas in Korea, 2024]

[Share of respondents]



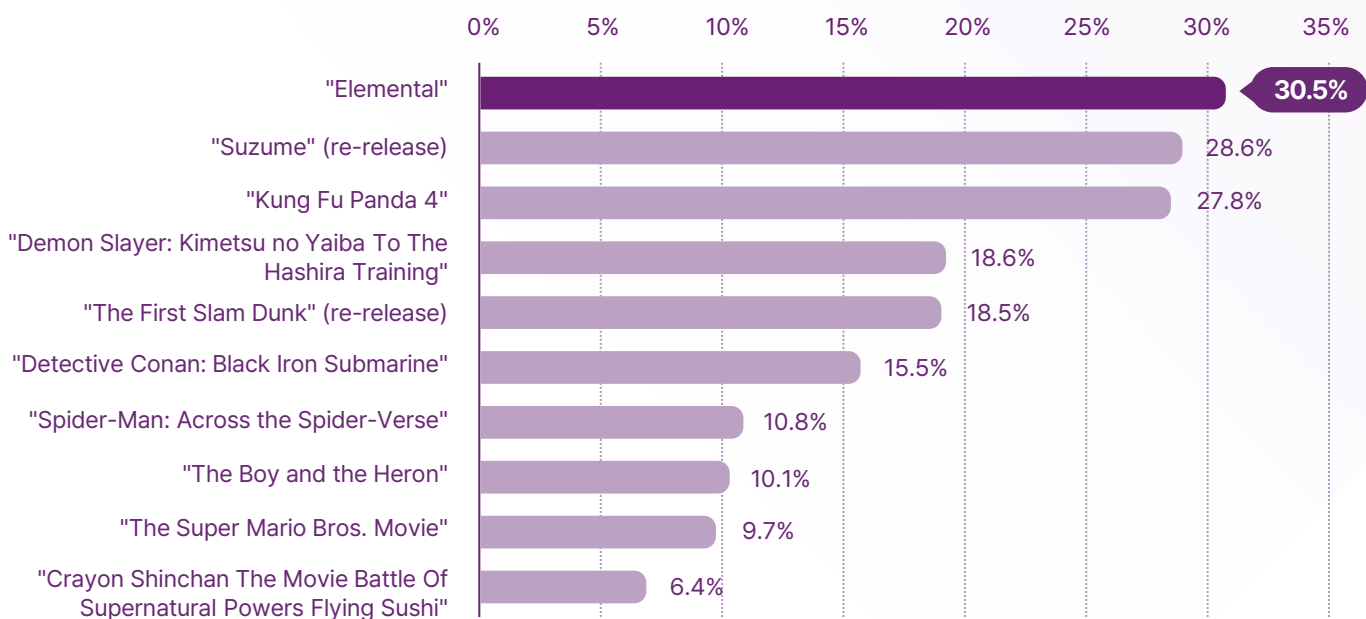
## Theater Viewing Patterns

### Most enjoyed animations watched in movie theaters in Korea (2024)

- ▶ According to the survey, 30.5% of respondents in South Korea stated that one of the animations they enjoyed most in movie theaters was Elemental.
- ▶ The re-released Japanese film Suzume followed closely at 28.6%, while Kung Fu Panda 4 ranked third with 27.8%.
- ▶ Several other titles also showed notable popularity, including Demon Slayer: Kimetsu no Yaiba To The Hashira Training at 18.6% and The First Slam Dunk (re-release) at 18.5%.
- ▶ Additionally, 15.5% selected Detective Conan: Black Iron Submarine as one of their most enjoyed theater-watched animations.
- ▶ Overall, the results highlight a mix of Western and Japanese titles leading viewer preferences.
- ▶ The survey was conducted in South Korea from May 20 to June 20, 2024, targeting 1,570 respondents aged 10 to 69 among South Koreans who consumed animation in movie theaters within the previous year.
- ▶ The data was provided by Embrain Research; Korea Creative Content Agency; MCST (South Korea).

[Graph 3: Favorite animations watched in movie theaters in Korea, 2024]

[Share of respondents]

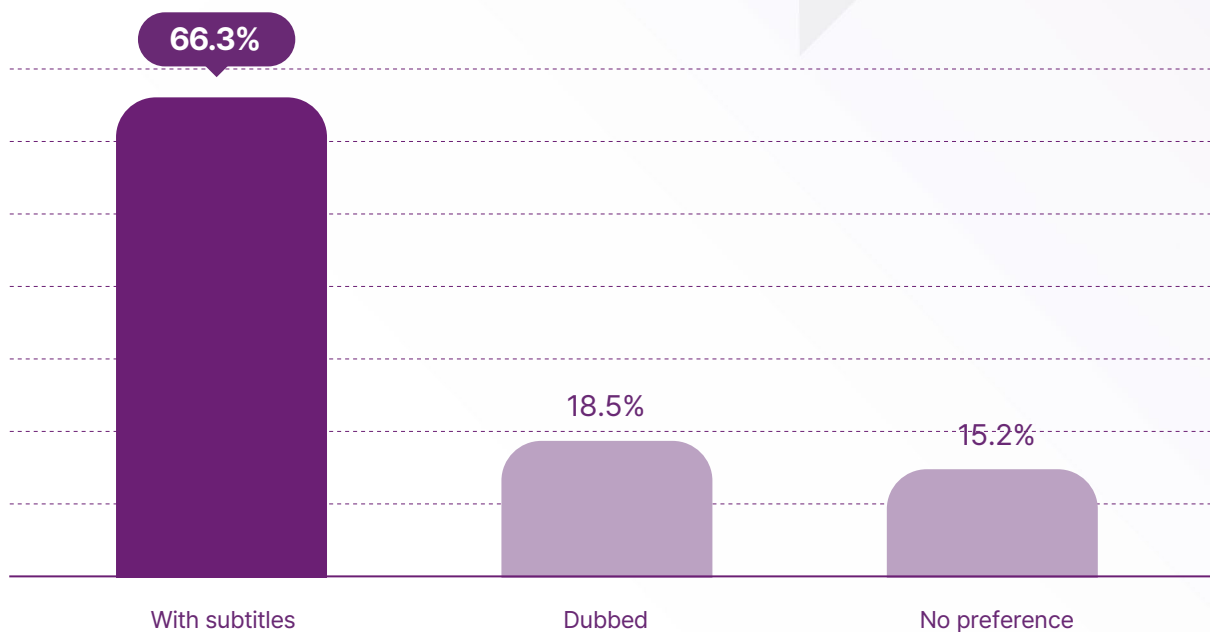


## Preference of watching animation in movie theaters dubbed or with subtitles in Korea (2024)

- ▶ According to the survey, 66.3% of respondents in South Korea preferred watching animated movies in theaters with subtitles.
- ▶ Meanwhile, 18.5% stated that they preferred dubbed versions, while 15.2% had no particular preference.
- ▶ The data shows a clear audience inclination toward preserving the original audio when viewing animated films in cinemas.
- ▶ Subtitled screenings therefore, remain the dominant choice among Korean animation moviegoers in 2024.
- ▶ The survey was conducted in South Korea from May 20 to June 20, 2024, targeting 1,570 respondents aged 10 to 69 among South Koreans who consumed animation in movie theaters within the previous year.
- ▶ The data was provided by Embrain Research; Korea Creative Content Agency; MCST (South Korea).

[Graph 4: Animated movie in cinemas dubbed or with subtitles in Korea, 2024]

[Share of respondents]

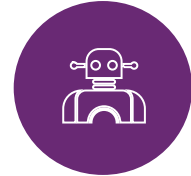


## Conclusion and Key Takeaways

**1**

### Clear concentration in preferred genres

- Viewers in 2024 showed strong preferences for a few major genres, with science fiction/fantasy/adventure most favored at 48.1%, followed by action and comedy.

**2**

### Strong dominance of Japanese animation outside theaters

- For OTT, VOD, and TV viewing, Japanese titles such as Demon Slayer, Case Closed, and Crayon Shin-chan ranked highest among Korean audiences.

**3**

### Theaters favor re-releases and major global titles

- In cinemas, Elemental was the most enjoyed animation at 30.5%, while re-releases like Suzume also performed strongly, along with franchise films such as Kung Fu Panda 4.

**4**

### Subtitled versions strongly preferred in theaters

- When watching animated films in theaters, 66.3% preferred the original language with subtitles, while only 18.5% favored dubbed versions, showing a clear preference for subtitled screenings.



#### Original Source

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

<https://www.statista.com/topics/10573/animation-in-south-korea/?srsltid=AfmBOoo8DqaUFdebSV3fyftoiA---fMdu75TyyTkDpX9fBA1VBE7IVGR#topicOverview>