

BEENOS Announces "Cross-Border EC Anime Rankings 2024"

~Introducing Cross-Border Anime Goods Trends~

Tokyo, Japan – 12 March 2025 · BEENOS Inc. (TSE:3328) has hosted the "BEENOS Cross-Border EC Anime Rankings 2024." summarizing cross-border e-commerce anime related sales trends from January to December 2024 on its global proxy purchasing service Buyee (<https://buyee.jp/>).



[BEENOS Cross-Border EC Anime Rankings 2024 Overview]

Target Works: Survey based on "TV Broadcast" works listed in the online database about Japanese anime (<https://animedb.jp/>)

Target Data: Aggregated based on the number of purchases made through the overseas purchasing support service "Buyee" from January 1 to December 31, 2024.

The spread of "streaming services" has enabled consumers around the world to watch Japanese anime works from the past to the present without being bound by time or place. In addition, the expansion of the cross-border e-commerce market triggered by the COVID-19 pandemic and the yen depreciation has increased the opportunities for anime fans from across the globe to purchase products and goods related to works they love. According to the "Anime Industry Report 2024" published by the Japan Animation Association, the anime-related market in 2023 recorded a record high, reaching 3.3645 trillion yen, an

increase of 114.3% from the previous year, and the overseas market exceeded the Japanese market at about 1.7 trillion yen.

Along with the growth of the overseas market, demand for anime-related merchandise is also increasing. The distribution of various products derived from anime works, which have grown as one of Japan's most notable cultures, is one of the important factors for future market growth.

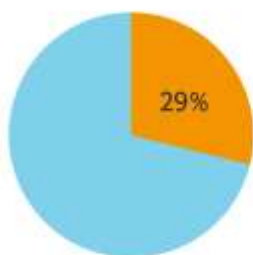
The "BEENOS Cross-Border EC Anime Rankings" highlights the consumption trends of anime-related merchandise in cross-border e-commerce, where a wide variety of products—from primary to secondary distribution—are circulated, showcasing how Japan's proud anime culture is embraced by fans around the world.

This ranking is based on data collected from anime titles broadcast on Japanese television since 1958. While it also includes works commonly recognized not strictly as anime—but rather as toys, character franchises, or special effects productions—they are included as indicators of overseas demand for Japanese content.

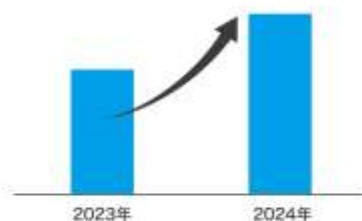
◆Anime Category Share on Buyee is 29%, with Significant Increase in GMV in Southeast Asia and Latin America

In 2024, anime-related products on Buyee accounted for 29% of its GMV, a 4-point increase from 25% in 2023. Furthermore, purchases from Southeast Asia and Latin America have grown significantly, indicating an increase in anime demand.

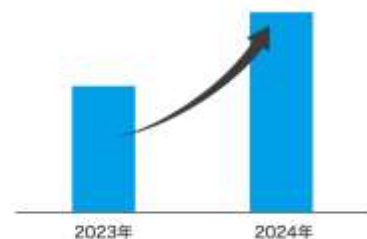
Anime-Related Category Share



Purchase Volume in Southeast Asia
(1.50 times)

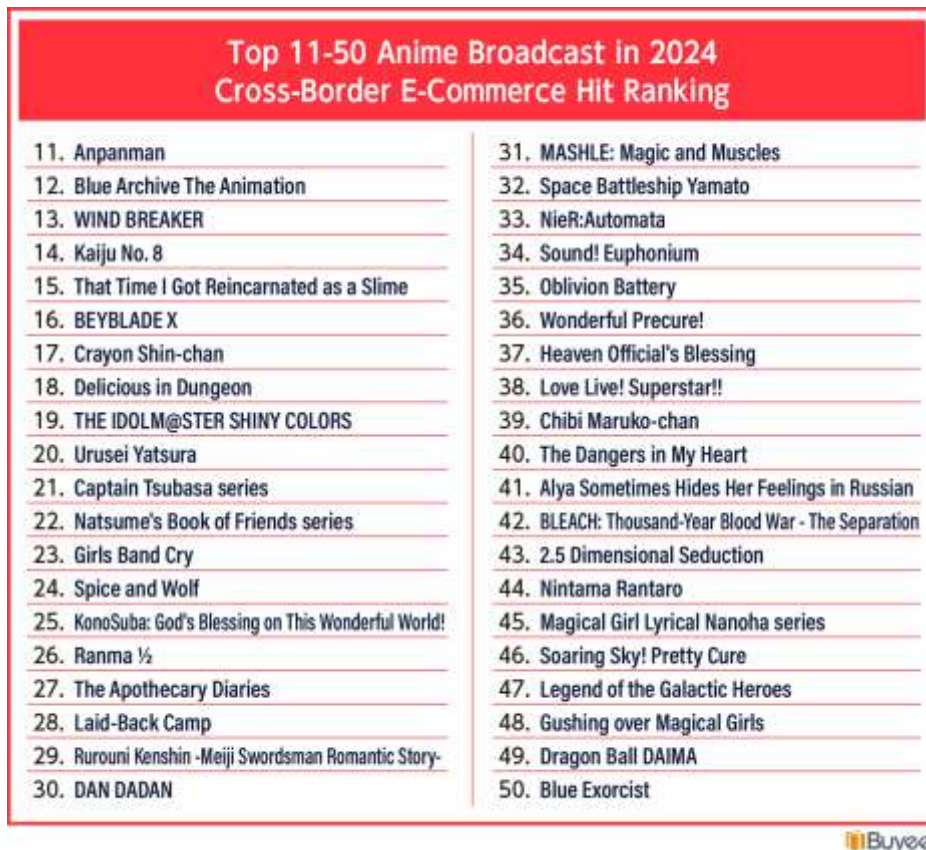
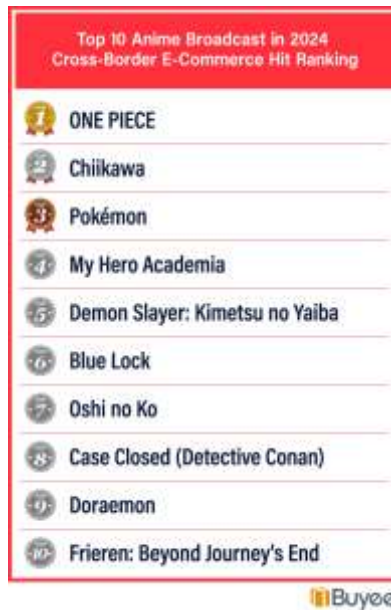


Purchase Volume in Latin America
(1.67 times)



◆Anime Broadcast in 2024 Cross-Border E-Commerce Hit Ranking

The most purchased anime title by overseas users for related products of anime works broadcast on TV in Japan from January to December 2024 (excluding rebroadcasts) was *ONE PIECE*. Additionally, *Chiikawa* demonstrated exceptional growth, particularly in East Asia, ranking 2nd.



◆BEENOS 2024 Broadcast Anime Cross-Border E-Commerce Hit Ranking by Area

ONE PIECE ranked No.1 in five regions, further underscoring its dominance in the global anime market as the story enters its final saga. Meanwhile, *Chiikawa*'s rapid rise in East Asia highlights the increasing international appeal of character-driven content.

Titles such as *My Hero Academia*, *Demon Slayer: Kimetsu no Yaiba*, and *Blue Lock* also made strong showings across multiple areas, reaffirming their status as fan favorites worldwide. Additionally,

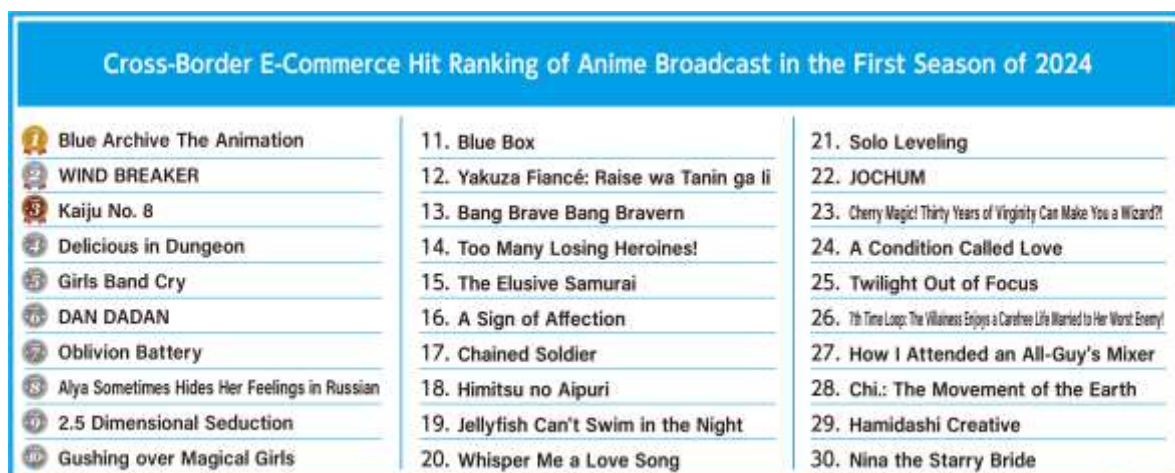
Frieren: Beyond Journey's End, which concluded in March 2024, broke into the top 10 in several Western countries, reflecting its strong overseas reception.

BEENOS 2024 Broadcast Anime x Cross-Border E-Commerce Hit Ranking by Area

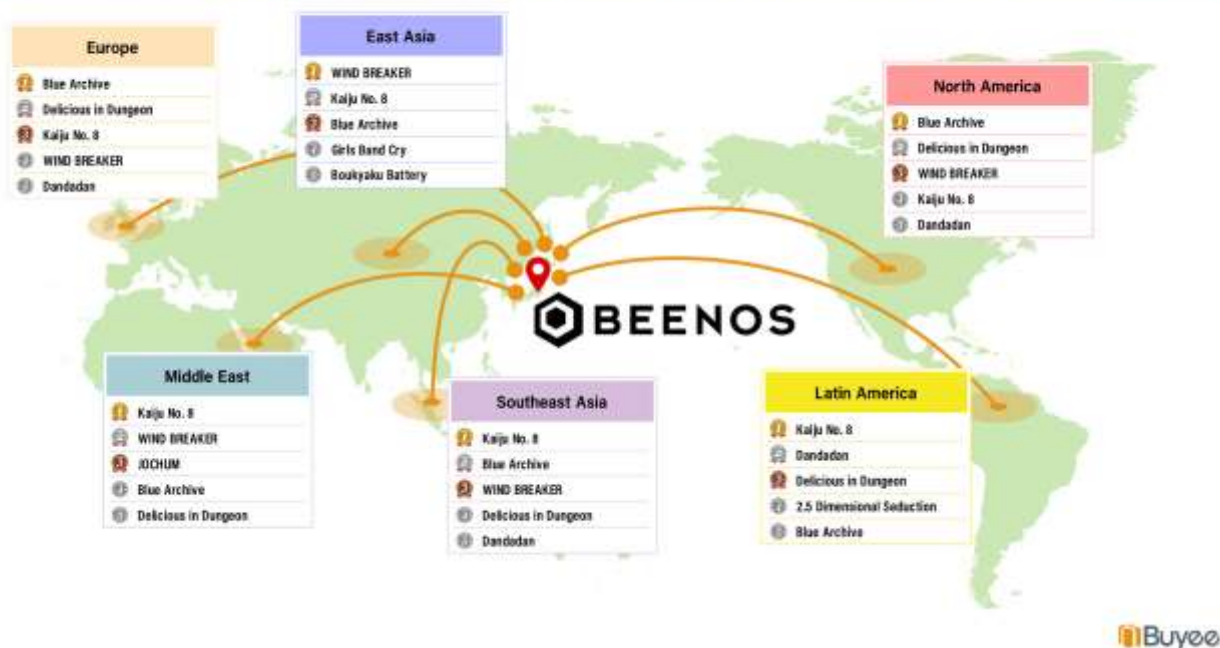


◆Cross-Border E-Commerce Hit Ranking of Anime Broadcast in the First Season of 2024

Among anime titles debuting their first season in 2024, *Blue Archive The Animation* ranked No. 1, reflecting its exceptional popularity globally. *Kaiju No. 8*, ranked 3rd, also made the Top 5 in all regions, while 2nd-ranked *WIND BREAKER* secured positions within the Top 5 in five regions. These results highlight the strong international demand for newly aired anime content, driving cross-border e-commerce transactions.



2024 Q1 Broadcast Anime Cross-border E-Commerce Hit Ranking



◆Top Cross-Border E-Commerce Anime Titles Since 1958

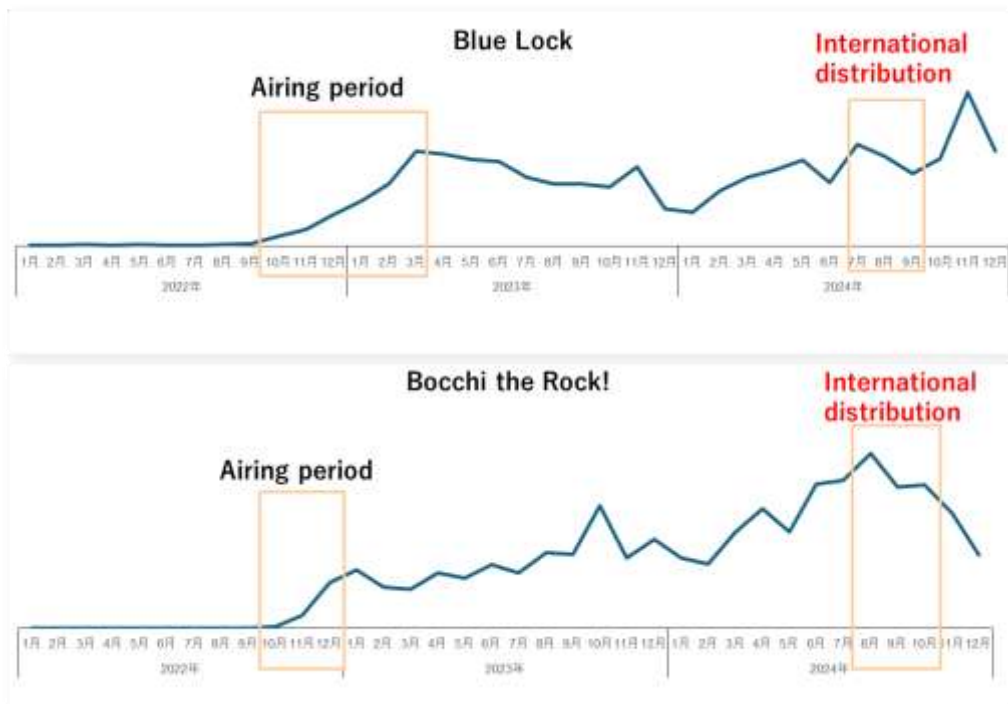
In the overall ranking for anime series broadcast since 1958, long-running series demonstrated considerable popularity. Titles with multiple seasons were counted collectively as single entries. Notably, three anime series from 2010 onward—*Chiikawa*, *Jujutsu Kaisen*, and *Haikyuu!!*—secured positions within this ranking, highlighting their strong global appeal and sustained demand in cross-border e-commerce.



◆The Correlation Between Film Screening and Cross-Border E-Commerce Distribution

The 2024 anime ranking highlights the notable influence of video streaming services on cross-border e-commerce trends. As anime gains global popularity, opportunities for international screenings of Japanese anime films have increased significantly. This year's focus examines how "movie releases"

affect the sales and distribution of anime-related merchandise. The screenings of films, both domestically and internationally, are emerging as key catalysts driving cross-border e-commerce activity. A clear pattern has emerged where interest from overseas fans initially surges following domestic screenings and continues to grow further with subsequent international releases, fueling global demand and distribution.



◆Delivering Japanese Anime Merchandise Global Fans Desire via Cross-Border E-Commerce

The overseas market for Japanese anime continues to grow, surpassing the domestic Japanese market in 2023. Alongside this growth, global demand for anime-related merchandise is rising rapidly, though distribution channels and availability vary significantly by country and region.

The BEENOS Group continuously enhances its cross-border e-commerce services to ensure overseas fans of Japanese content can effortlessly obtain the products they desire. These enhancements include consolidated shipping services for products purchased from multiple sites, expanded multilingual support, diversified payment methods, and the development of affordable and expedited international shipping options. Additionally, BEENOS is actively broadening its domestic partnerships within Japan to further improve accessibility.

Moving forward, we remain committed to fostering the global growth of Japan's exceptional content culture—including anime—by connecting it with international fans through our advanced cross-border e-commerce solutions.

About BEENOS Group's Global Commerce Business

BEENOS Group launched its international forwarding service, "tenso.com," in 2008, pioneering the cross-border e-commerce sector and accumulating specialized expertise in global logistics operations and multilingual customer support. In addition to establishing international sales channels, BEENOS provides comprehensive support for customer acquisition and marketing initiatives. This holistic approach has been well-received, and to date, BEENOS Group has successfully facilitated cross-border e-commerce for over 6,000 domestic businesses (*1).

Moreover, the Group's international proxy purchasing service, "Buyee" (<https://buyee.jp/>), continues to receive high acclaim from global users due to its outstanding service features, including multiple shipping and payment options, cost-effective international shipping facilitated by proprietary logistics services covering North America, Europe, and Asia, and consolidated shipping of products purchased from multiple websites. These user-centric services have resulted in high customer retention, with the total number of registered users currently surpassing 6 million.

(*1) The total number of cases for "Buyee," "Buyee Connect," and dashboard provision provided by BEENOS Group, as well as cross-border e-commerce related services "tenso.com" (<https://www.tenso.com/>), support for opening and listing on overseas marketplaces, and marketing and promotion support. This is the cumulative number of BEENOS Group's support for domestic companies' cross-border e-commerce as of August 2024.

【About BEENOS】

Company Name: BEENOS Inc.

Representative: Shota Naoi, President and Group CEO

Location: 8-4-13 Nishi-gotanda, Shinagawa-ku, Tokyo, Japan

Founded: November 1999

Capital: 3,175 million JPY

*This is a translation of the original Japanese release. The Japanese text shall prevail in case of any variance between this version and the Japanese text.