



WELCOME TO MANGA-COMIC-CON 2025 - THE START OF THE YEAR FOR THE COMMUNITY!

From March 27 to 30, Leipziger Messe will once again be transformed into the meeting place for manga and comic fans. This unique event combines the lively and colorful world of Japanese manga culture with the fascinating diversity of the comic, gaming and book worlds. Thanks to the direct connection to Leipzig Book Fair, you can reach a very special audience: the fan scene and the interested book fair visitors. Be a part of the start of the year for our community and let yourself be enchanted by the magic of Manga-Comic-Con in Leipzig!



FACTS AND FIGURES 2024

VISITORS

Leipzig Book Fair, the reading festival „Leipzig liest“ and Manga-Comic-Con attracted a combined total of **283,000 visitors**. For 38 %, the MCC was the main reason for their visit to Leipzig. Around 40 % of the MCC attendees were cosplayers. Over 78 % had decided to attend MCC more than two months in advance of the event. 48 % were frequent and regular attendees, 26 % were first-time visitors.

EXHIBITORS

In 1.5 halls with almost 30,000 m², **450 exhibitors from 21 countries** participated in Manga-Comic-Con 2024.

EVENTS

Around **230 events** took place at Manga-Comic-Con 2024, e.g. workshops, book signing sessions, presentations, how to draw sessions, interviews with German and international illustrators, cosplay competitions and screenings.

MCC attendees' main aims

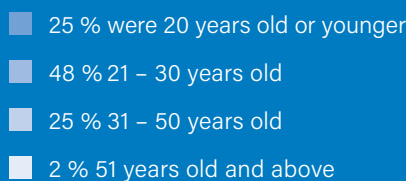


Visitors' backgrounds

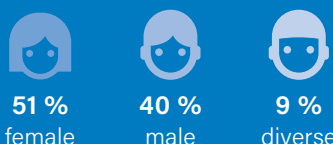
Saxony	34 %
Saxony-Anhalt	14 %
Bavaria	9 %
Thuringia	8 %
Lower Saxony	8 %
Berlin	6 %
Brandenburg	6 %

approx. 37 % of the attendees travelled over 100 km to reach Leipzig and around 23 % over 300 km.

Age distribution



Gender



On average

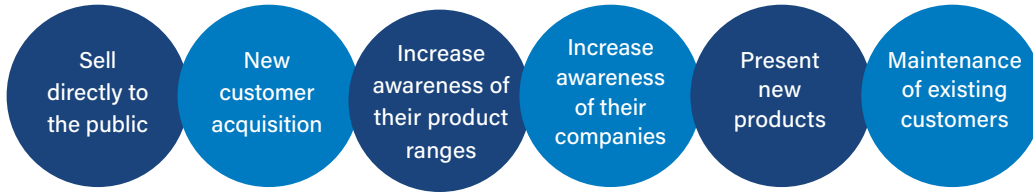
MCC visitors spent

€157 at MCC:

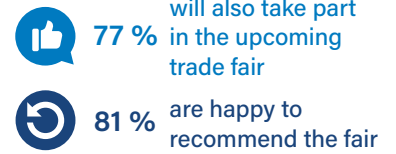


A WARM WELCOME TO THE MANGA-COMIC-CON

MCC exhibitors' main goals 2024



MCC exhibitor satisfaction 2024



A PERFECT MATCH

Pauline Slodczyk, PR and Social Media Manager, CE Community Editions „We are here with our own stand for the first time at the Leipzig Book Fair. [...] For one thing, this means we can have direct access to our target group. It also helps to strengthen our corporate identity because we are far more visible. It's definitely paying off. We have been able to sell a lot of books. Hall 3 is a perfect match for us. [...]”

HIGHER SALES THAN LAST YEAR

Michael Cheng, Manga Programme Director, Egmont Verlagsgesellschaften „We are very pleased to be exhibiting in Hall 3 again and feel that visitors and MCC exhibitors alike can benefit from the new MCC hall concept. The manga and comics exhibition area and the space dedicated to books for children and teenagers are both more open, allowing for more interaction between the two areas. [...] Since the pandemic, manga sales have developed very well and this was reflected right from the first day of the book fair. We sold 15 per cent more at our stand this year than on the comparable Thursday in 2023. We are certainly on the right track and already looking forward to the next editions of the book fair.“

VALUABLE FEEDBACK

Sandra Türpe, Entertainment Procurement, Impericon – IC Music and Apparel „We are new to Manga Comic-Con and have found the atmosphere to be very positive. Many visitors are familiar with us and our products, others are surprised because they associate us more with our music. This is valuable feedback for us. Generally, there is plenty of interest and we can connect with our specific target group here. Personally, I am impressed by how much effort the cosplayers put into their costumes and how respectfully everyone treats each other. [...]”

EXCELLENT LOCATION WITH DIRECT ACCESS TO TARGET GROUP

Philipp Jerulank, Head of Marketing, Ulisses „We are taking part in Manga Comic-Con for the first time. We usually attend trade fairs for board games. [...] Some visitors here recognise us immediately and others can find out more about the hobby from us. Our stand space in the middle of the MCC and close to the fantasy books is excellent. We have direct access to our target group. It's not just fans of horror, science-fiction and fantasy who can easily find us here. We also made new contacts in anime and manga as we are of course featuring them here. Financially, the MCC has also been very positive.“



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