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note inc.

December 10, 2025

Domestic Creator Economy Market Exceeds JPY 2 Trillion Estimated Potential Market Over JPY 14 Trillion: 2025 Survey Results Announced

<2025>

Domestic Creator Economy Survey Results Announced

The Creator Economy Association (CEA), for which note Inc. serves as one of the representative directors, today announced the results of a joint survey on the domestic creator economy conducted with Mitsubishi UFJ Research and Consulting Co., Ltd. (MURC).

[Survey Results Highlights]

- The domestic creator economy market size in 2024 was JPY 2,089.4 billion, showing an annual growth rate of approximately 15.5% since 2021.
- Sales of physical goods/merchandise, advertising/marketing related to video posting, and skill sharing continue to account for about 70% of the total market, driving overall growth.
- The spread of generative AI is contributing to the efficiency of the creative process and the entry of new creators, leading to improvements in the quality and quantity of creative works and activating transactions.
- The "Creator Economy Potential Market," which includes the incorporation of individual creators and traditional entertainment/media industries, as well as IP (Intellectual Property) businesses, is estimated at JPY 14,586.6 billion. This is approximately seven times the size of the previously estimated creator economy market (approx. JPY 2 trillion).

Against the backdrop of steady market expansion, increased efficiency in the creative process due to the adoption of generative AI, and the influx of new creators, note is accelerating its growth. Key metrics as of the latest period include: 10.52 million registered members (up 23.3% year-over-year), 64.07 million published content pieces (up 33.1% year-over-year), 1.88 million

cumulative unique creators (up 29.5% year-over-year), and Quarterly Gross Merchandise Value (GMV) of JPY 5,537 million (June–August 2025, up 27.4% year-over-year).

Going forward, note Inc. will strengthen its approach to the potential market exceeding JPY 14 trillion through collaborations with media companies and publishers, and the development of IP businesses. The company remains committed to the further development of the creator economy and continued business growth.

The full report is available from the link provided by Mitsubishi UFJ Research and Consulting Co., Ltd.: https://www.murc.jp/library/report/cr_251210/

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note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 64.07 million works have been created. The number of members has reached 10.52 million (as of August 2025).

- URL : <https://note.com/>
- iOS App : <https://itunes.apple.com/jp/app/note-noto/id906581110>
- Android App : <https://play.google.com/store/apps/details?id=mu.note>

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Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

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