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## What Makes Anime So Appealing?



So here is a question for fans of anime: What makes anime so appealing?

By 2030, anime is expected to be a 48.3 billion dollar industry. Anime is now said to be “a form of mass entertainment without borders” due to its rising popularity globally. In fact, data shows that different countries have different interests when it comes to anime.

So this brings up the question, what makes anime so appealing? What has caused this upsurge in popularity globally? Is it the storylines? Is it an interest in Japanese culture? Or, is it something else?

Be sure you are specific with your explanations, and be sure you give reasoning to backup your claims.

So once again, your question is this: **What makes anime so appealing?**

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