

## Media & Entertainment - Korea

# K-pop album sales (Jan 2024): Down 54% vs. 4Q23 average

**Industry Overview** 

#### Jan 2024: K-pop album sales tracker

We track the number of albums sold monthly across K-pop agencies from Circle Chart. We believe the data below could provide intra-quarter reads on YoY/MoM trends of companies' revenues. The monthly number of K-pop albums sold in Jan 2024 was 5mn, down 31% YoY and down 54% vs. 4Q23 monthly average.

#### Jan 2024: Down 54% from 4Q23 average to 5.1mn copies

The monthly number of K-pop albums sold in Jan 2024 was 5.1mn, down 54% from 4Q23 monthly average of 11.1mn. HYBE: Sold 0.7mn albums in Jan, down 81% YoY and down 84% vs. 4Q23 monthly average. TWS, a six-member boy group under Pledis, released its debut mini album Sparkling Blue on 22 Jan, which sold 257k copies during the month. Seventeen sold 171k copies of its old albums (no new album during the month). JYP: Sold 1.5mn copies in Jan, up 654% YoY but down 5% vs. 4Q23 average. NMIXX was the bestselling group during the month, selling 753k copies of its new mini album Fe3O4: BREAK (released on 15 Jan). ITZY sold 553k copies of Born to Be, a new mini album released on 8 Jan. YG: Sold 59k copies in Jan, down 45% YoY but up 40% vs. 4Q23 average. Blackpink was the only group with physical album sales, selling 59k copies of its old albums (incl. solo albums). **CJ ENM:** Sold 43k copies in Jan, down 23% YoY and 93% vs. 4Q23 average. Zerobaseone sold 43k copies of *Melting Point*, released on 6 Nov. **S.M. Entertainment**: Sold 203k copies in Jan, down 89% YoY and down 89% vs. 4Q23 average. NCT 127/ NCT U/ Aespa/ WavyV sold 133k/ 32k/ 21k/ 9k copies. Others: Sold 2.6mn copies in Jan, up 107% YoY and up 3% vs. 4Q23 average. (G)-IDLE released its second full-length album, 2, which sold 1.3mn copies (released on 29 Jan).

### **Upcoming tours/albums until 1Q24**

**HYBE**: Tours/ concerts – 1) &Team will perform three shows in Japan (28 Feb – 3 Mar) for *First Paw Print* tour. 2) Enhypen has two more shows to go as a part of *Fate* tour on 24/25 Feb in Seoul. Albums – J-Hope of BTS is scheduled to release a special album *HOPE ON THE STREET VOL.1* on 29 Mar. **JYP**: Tours/ concerts – 1) ITZY will kick off its world tour *Born to Be* on 24 Feb, scheduled to perform 29 shows until 10 Aug. 2) TWICE will continue its world tour *Ready to Be* till 28 July. It will perform one show in N. America in March and four shows in Japan in July. Albums – TWICE is scheduled to release a new mini album *With YOU-th* on 23 Feb. **YG**: Tours/ concerts – Treasure performs two shows in Japan to end the group's *Reboot* tour. Albums – Treasure releases a Japanese album Reboot (*JP Special Selection*) on 21 Feb.

#### 20 February 2024

Equity Republic Of Korea Media & Entertainment

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Timestamp: 19 February 2024 03:30PM EST

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**Exhibit 2: Album/concert pipeline**TWICE and Le Sserafim are scheduled to release new albums in February 2024

|      |             | Artist       | Title   | Date                      |
|------|-------------|--------------|---|---------------------------|
| HYBE | Album       | Le Sserafim  | Easy  | 19 Feb 2024               |
|      |             | J-Hope (BTS) | HOPE ON THE STREET VOL.1                                | 29 Mar 2024               |
|      |             | l'LL-IT      | * Korea girl group under Belift Lab                     | Mar 2024                  |
|      |             | Katseye      | * US girl group (The Dream Academy)                     | 2Q24                      |
|      | Tour/       | Enhypen      | Fate  | 29 Jul 2023 - 25 Feb 2024 |
|      | Concer<br>t | &Team        | First Paw Print   | 21 Jan - 3 Mar 2024       |
| JYP  | Album       | TWICE        | With YOU-th   | 23 Feb 2024               |
|      |             | LOUD Project | * New Korea boy group                                   | 2Q24                      |
|      |             | NEXZ         | * New Japan girl group in collaboration with Sony Music | 1Q24                      |
|      |             | Project C    | * New China boy group                                   | 1H24                      |
|      | Tour/       | ITZY         | BORN TO BE  | 24 Feb - 10 Aug 2024      |
|      | Concer<br>t | Stray Kids   | SKZ's Magic School                                      | 29 - 31 Mar 2024          |
|      |             | TWICE        | READY TO BE   | 15 Apr 2023 - 28 Jul 2024 |
| YG   | Album       | TREASURE     | Reboot - JP Special Selection -                         | 21 Feb 2024               |
|      |             | Babymonster  | TBD   | Apr 2024                  |
|      | Tour        | TREASURE     | Reboot  | 15 Dec 2023 - 23 Feb 2024 |

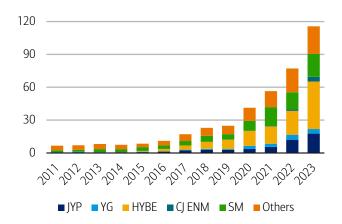
**Source:** Company, Press report



## **Album sales**

#### Exhibit 2: Korea's total album sales (annual; mn copies)

116mn copies were sold in 2023 (up 50% YoY)

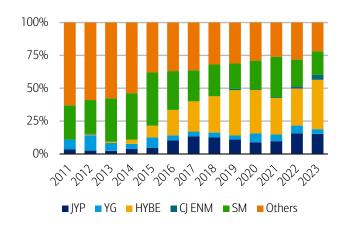


Source: Circle Chart

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#### Exhibit 3: Korea's total album sales (annual; % of total)

15%/ 4%/ 38% were sold by JYP/ YG/ HYBE in 2023

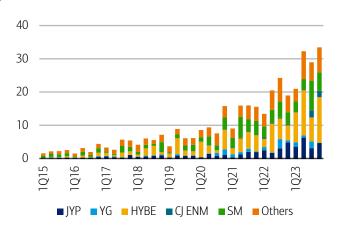


Source: Circle Chart

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#### Exhibit 4: Korea's total album sales (quarterly; mn copies)

33mn copies were sold in 4Q23 (up 16% QoQ)

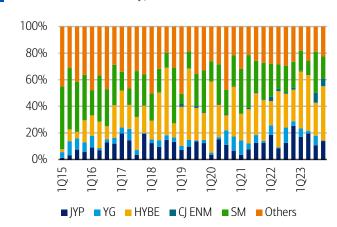


Source: Circle Chart

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#### Exhibit 5: Korea's total album sales (quarterly; % of total)

14%/ 0.4%/ 41% were sold by JYP/ YG/ HYBE in 4Q23



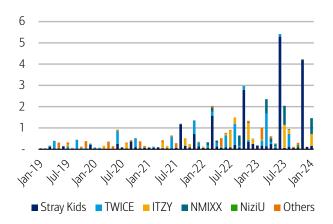
Source: Circle Chart



#### JYP

#### Exhibit 6: JYP album sales by artist (monthly; mn copies)

JYP sold 1.5mn copies in Jan

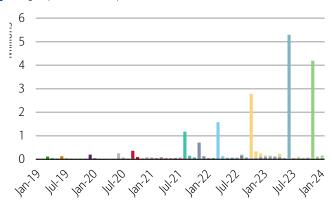


Source: Circle Chart

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#### Exhibit 8: Stray Kids (JYP) album sales (monthly; mn copies)

The group sold 0.2mn copies in Jan

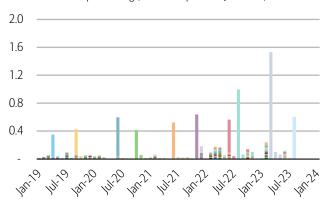


Source: Circle Chart

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#### Exhibit 10: Twice (JYP) album sales (monthly; mn copies)

Twice sold 599k copies in Aug (none in Sep 2023 - Jan 2024)

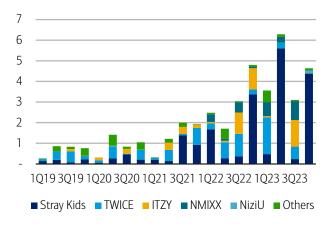


Source: Circle Chart

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#### Exhibit 7: JYP album sales by artist (quarterly; mn copies)

JYP sold 4.6mn copies in 4Q23

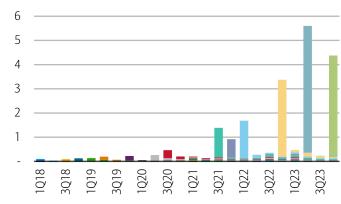


Source: Circle Chart

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#### Exhibit 9: Stray Kids (JYP) album sales (quarterly; mn copies)

The group sold 4.4mn copies in 4Q23

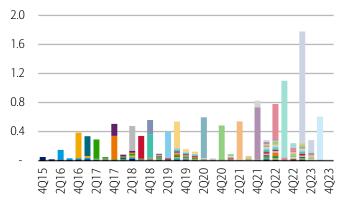


Source: Circle Chart

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#### Exhibit 11: Twice (JYP) album sales (monthly; mn copies)

Twice sold 605k copies in 3Q23 (none in 4Q23)



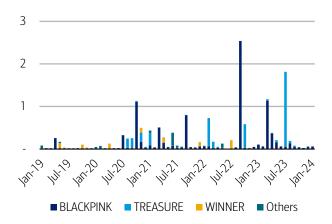
Source: Circle Chart



#### YG

#### Exhibit 12: YG album sales by artist (monthly; mn copies)

YG sold 0.1mn copies in Jan

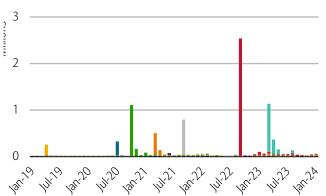


Source: Circle Chart

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#### Exhibit 14: Blackpink (YG) album sales (monthly; mn copies)

The group sold 0.1mn copies in Jan

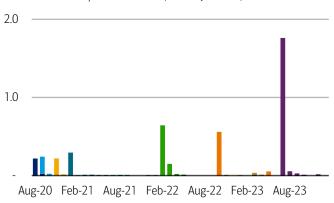


Source: Circle Chart

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#### Exhibit 16: Treasure (YG) album sales (monthly; mn copies)

Treasure sold 17k copies in Dec 2023 (none in Jan 2024)

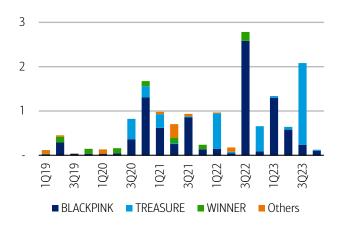


Source: Circle Chart

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#### Exhibit 13: YG album sales by artist (quarterly; mn copies)

YG sold 0.1mn copies in 4Q23

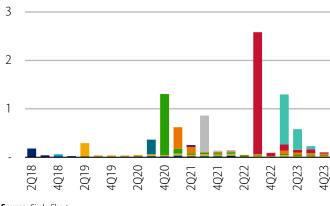


Source: Circle Chart

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#### Exhibit 15: Blackpink (YG) album sales (quarterly; mn copies)

The group sold 0.1mn copies in 4Q23

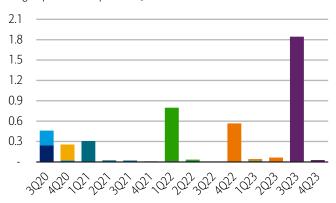


Source: Circle Chart

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#### Exhibit 17: Treasure (YG) album sales (quarterly; mn copies)

The group sold 27k copies in 4Q23

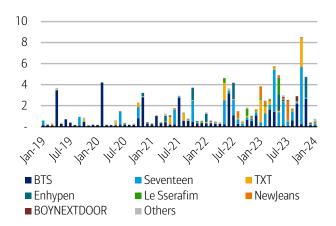


Source: Circle Chart

#### **HYBE**

#### Exhibit 18: HYBE album sales by artist (monthly; mn copies)

HYBE sold 0.7mn copies in Jan

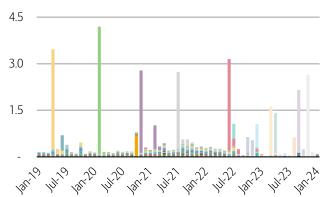


Source: Circle Chart

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#### Exhibit 20: BTS (HYBE) album sales (monthly; mn copies)

The group sold 0.1mn copies in Jan

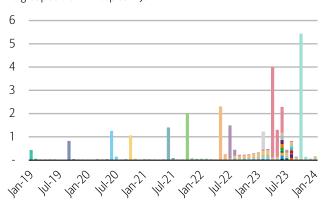


Source: Circle Chart

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#### Exhibit 22: Seventeen (HYBE) album sales (monthly; mn copies)

The group sold 0.2mn copies in Jan

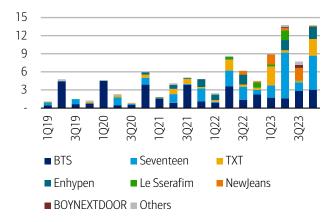


Source: Circle Chart

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#### Exhibit 19: HYBE album sales by artist (quarterly; mn copies)

HYBE sold 13.7mn copies in 4Q23

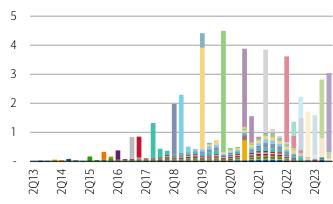


Source: Circle Chart

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#### Exhibit 21: BTS (HYBE) album sales (Quarterly; mn copies)

The group sold 3.0mn copies in 4Q23

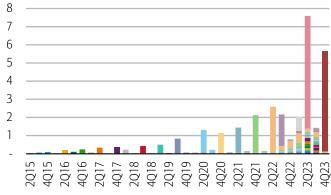


Source: Circle Chart

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#### Exhibit 23: Seventeen (HYBE) album sales (monthly; mn copies)

The group sold 5.6 mn copies in 4Q23



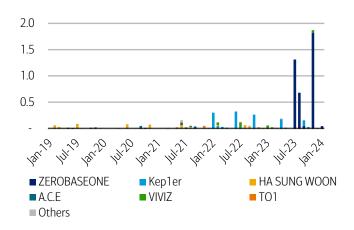
Source: Circle Chart



#### **CJ ENM**

#### Exhibit 24: CJ ENM album sales by artist (monthly; mn copies)

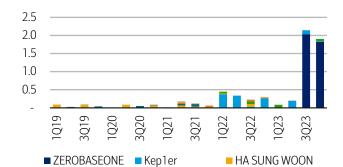
CJ ENM sold 43k copies in Jan



Source: Circle Chart

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## **Exhibit 25: CJ ENM album sales by artist (quarterly; mn copies)** CJ ENM sold 1.9mn copies in 4Q23



■ VIVIZ

Source: Circle Chart

■ A.C.E

Others

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■TO1



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|-------------------|---|--|--|
|                   | rating)   |  |  |

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