

**70+ K-pop groups
debut every year.**

most never make it.



Recognize any?

“ARVVY” “FIRR” “IDID” “IRISE”
“HITGS” “KIIRAS” “MEP-C”
“Nebula” “Priz” “RapidEye”
“solanin” “zenith” “XLOV”
“W3WAY” “USPEER” “ZOONIZINI”
“POLARIX” “OSDS” “NWH:I”
“moon” “Double One” “AHOF”
“1VERSE” “4X4” “ablume”
“BE:MIN” “CLOSE YOUR EYES”
“cosmosy” “dearALICE” “E11iVYN”
“ifeye” “Hearts2Hearts” “KickFlip”
“LIPSTICKERZ” “LUVITA” “M.prism”
“CORTIS” “Manwolhwa” “aoen”





Maybe...

even if you did.

that's only

$\frac{1}{3}$ of the groups

that debuted in

2025 alone.





the K-pop
industry is
just

a game

run by

them...





HYBE

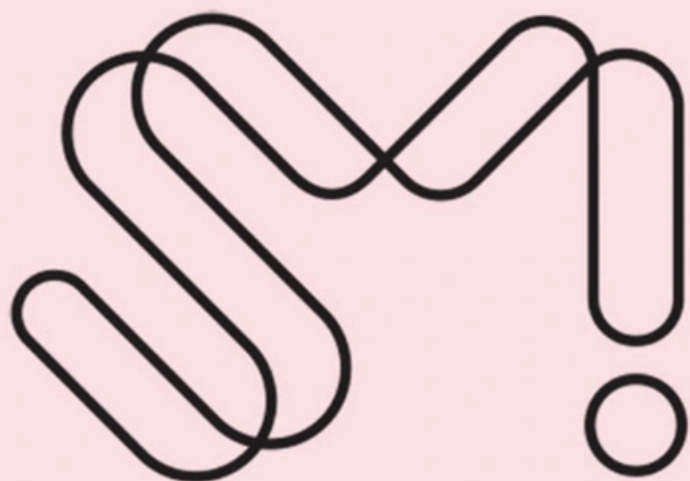
WE
BELIEVE IN
MUSIC

JYP

ENTERTAINMENT

LEADER IN ENTERTAINMENT

“BIG FOUR”



SM
ENTERTAINMENT




ENTERTAINMENT



Stats from 2020-2025:

- 500+ new groups
- 20 recognized
- 16 of the 20
are from
the Big Four





So what about groups NOT from the Big Four?

Out of 500+ debuts

0.8%

succeeded as

small

company

groups