

## Demon Slayer: Kimetsu no Yaiba

Demon Slayer: Kimetsu no Yaiba [4] is a Japanese manga series written and illustrated by Koyoharu Gotouge. It was serialized in Shueisha's shōnen manga magazine Weekly Shōnen Jump from February 2016 to May 2020, with its chapters collected in 23 tankōbon volumes. It has been published in English by Viz Media and simultaneously on the Manga Plus platform by Shueisha. It follows teenage Tanjiro Kamado, who strives to become a Demon Slayer after his family was slaughtered and his younger sister, Nezuko, is turned into a demon.

A 26-episode anime television series adaptation produced by Ufotable aired from April to September 2019, with a sequel film, Demon Slayer: Kimetsu no Yaiba – The Movie: Mugen Train, released in October 2020 and became the highest-grossing anime film and Japanese film of all time. An 18-episode second season of the anime series aired from October 2021 to February 2022 while a compilation film, Demon Slayer: Kimetsu no Yaiba – To the Swordsmith Village, was released in February 2023. An 11-episode third season aired from April to June 2023 while another compilation film, Demon Slayer: Kimetsu no Yaiba – To the Hashira Training, was released in February 2024. A fourth season aired from May to June 2024. A film trilogy sequel was announced after the fourth season finale.

By February 2021, the manga had over 150 million copies in circulation, including digital versions, making it one of the best-selling manga series of all time. Also, it was the best-selling manga in 2019 and 2020. The manga has received critical acclaim for its art, storyline, action scenes and characters. The Demon Slayer: Kimetsu no Yaiba franchise is one of the highestgrossing media franchises of all time.

## Setting

In Taishō era Japan, a secret organization known as the «Demon Slayer Corps» has waged a war against demons for centuries. Demons are former humans who possess supernatural abilities such as enhanced strength, rapid regeneration, and unique powers referred to as «Blood Demon Arts». Demons can only be killed if they are exposed to direct sunlight, decapitated with weapons crafted from an alloy called Nichirin, or injected with a poison extracted from wisteria flowers.

In contrast, the Demon Slayers are entirely human but employ specialized elemental breathing

techniques known as «Breathing Styles». These techniques grant them superhuman strength, heightened abilities, and increased resilience that enable them to fight demons effectively. The most formidable Demon Slayers are known as the «Hashira» and gain this title through multiple advancements in the Corps' ranks, culminating in killing fifty demons at the highest level or a member of the Twelve Kizuki.

## Plot

Tanjiro Kamado is a kind-hearted and intelligent boy who lives with his family in the mountains. After his father's death, he became his family's breadwinner and travels to the nearby village to sell charcoal. One day, Tanjiro comes home to discover his family was slaughtered by a demon. His sister Nezuko is the sole survivor of the incident; though she has been transformed into a demon, Nezuko still shows signs of human emotion and thought. Following an encounter with Giyu Tomioka, the Water Hashira of the Demon Slayer Corps, Tanjiro is sent to train with Giyu's former instructor Sakonji Urokodaki in becoming a Demon Slayer and begins his quest to help Nezuko turn into a human again.

Two years later, Tanjiro learns the «Water Breathing» style and takes part in a formidable exam. He is one of the few to pass, officially making him a member of the Corps. Sakonji has hypnotized Nezuko to not harm humans and she aids Tanjiro in dire situations as he starts his work of hunting down and slaying demons. One of their assignments bring them to Asakusa where they encounter Muzan Kibutsuji, the progenitor of all demons and the one responsible for the murder of their family. Tanjiro and Nezuko also meet Tamayo and Yushiro, two demons free from Muzan's control. They ally to develop a cure for Nezuko, though it will require Tanjiro to supply Tamayo with blood samples from the Twelve Kizuki, the twelve most powerful demons under Muzan's command, split into the six Lower Ranks and the six Upper Ranks.

Along their journey, Tanjiro and Nezuko meet fellow Demon Slayers Zenitsu Agatsuma and Inosuke Hashibira; they team up after Tanjiro's mission to kill Kyogai, the former Lower Six. They later join other Demon Slayers in facing the family of Lower Five Rui. In the midst of battle, Tanjiro unlocks a mysterious Breathing Style known as «Hinokami Kagura», but Rui ultimately outmatches him, while Inosuke and Zenitsu are injured and the expedition is slaughtered. Giyu and Insect Hashira Shinobu Kocho rescue the survivors, who are brought back to the Corps'

headquarters. Tanjiro is put on trial by the Hashira – Giyu, Shinobu, Flame Hashira Kyojuro Rengoku, Sound Hashira Tengen Uzui, Love Hashira Mitsuri Kanroji, Stone Hashira Gyomei Himejima, Mist Hashira Muichiro Tokito, Serpent Hashira Obanai Iguro, and Wind Hashira Sanemi Shinazugawa – who, with the exception of Giyu and Mitsuri, do not believe he and Nezuko should be allowed to live. Nonetheless, the Corps' leader Kagaya Ubuyashiki, is able to convince them to accept Nezuko and see Tanjiro's importance, believing it is with their help that Muzan can be defeated.

Angered by Rui's death, Muzan kills the Lower Ranks due to their constant failures; he spares Lower One Enmu and tasks him with killing Tanjiro. After a battle against Enmu in a passenger train, Tanjiro kills him with Kyojuro's support. However, Upper Three Akaza appears and battles Kyojuro, who dies from his wounds as the demon escapes. Months later, the group is sent to Yoshiwara with Tengen, where they face off and kill the Upper Six siblings Gyutaro and Daki. Tengen retires from the Corps after suffering extensive injuries. During another battle at the Swordsmith Village, where the Corps' weapons are forged, Tanjiro meets Sanemi's younger brother Genya, who has the mysterious ability to temporarily gain demonic powers after eating their flesh. With the help of Muichiro and Mitsuri, the group kill Upper Five Gyokko and Upper Four Hantengu. In the aftermath, they discover that Nezuko is immune to sunlight. She becomes Muzan's prime target as he has long sought a way to overcome the sun and become immortal. Tanjiro also learns his Hinokami Kagura descends from «Sun Breathing», the first Breathing Style created by Yoriichi Tsugikuni, the most powerful Demon Slayer in history, and develops it to fight Muzan.

Knowing Muzan will attempt to find Nezuko, the Corps enacts strict training to prepare its members for the coming conflict. Tamayo develops a serum with the obtained blood samples to cure Nezuko, who is kept in isolation as she recovers. Muzan appears and Kagaya triggers a suicide attack to stagger him. The Hashira ambush Muzan but he traps them all within the Infinity Castle, an endless labyrinth housing Akaza, Upper Two Doma, Upper One Kokushibo, and the newly-ascended members Kaigaku and Nakime: Zenitsu's former partner and Muzan's personal assistant respectively. As Zenitsu kills Kaigaku, Tamayo injects Muzan with a poison she and Shinobu have made to weaken his abilities. When Akaza remembers his human life, he

betrays Muzan and commits suicide, while Shinobu sacrifices herself to poison Doma, allowing her protégé Kanao Tsuyuri and Inosuke to kill him. After a harrowing battle, Kokushibo kills both Muichiro and Genya before being killed as well. Muzan kills Tamayo, and later Nakime when she is hypnotized by Yushiro to use her powers against him, but he is forced above ground by the Corps.

Aided by Tamayo's poison, the Corps unleash a desperate battle of attrition as the remaining members fight to stall Muzan until the morning sun can kill him. Muzan is left helpless against the sun but Gyomei, Obanai, and Mitsuri succumb to their injuries. As Tanjiro delivers the final blow, Muzan fatally wounds him and forcefully gives him his remaining blood. Tanjiro is transformed into a demon as Muzan's last-ditch effort to have his species survive. He begins to attack the survivors but through their efforts and Nezuko's aid, who has been fully restored to her human self, the transformation is reversed. In the aftermath of the battle, the Corps are disbanded, leaving Giyu and Sanemi as the last surviving Hashira.

Muzan's death has effectively vanquished all demons under his control while Yushiro goes to live as a painter. Tanjiro and Nezuko return to their home, accompanied by Zenitsu and Inosuke.

Tanjiro and Inosuke marry Kanao and fellow Demon Slayer Aoi Kanzaki, respectively, while Zenitsu marries Nezuko. In a modern-day epilogue, the descendants and reincarnations of the Corps members enjoy a peaceful life free of demons.

## Production

After Gotouge's manga, *Haeniwa no Zigzag*, published in *Weekly Shōnen Jump* in 2015, failed to become a serialized work, Tatsuhiko Katayama, Gotouge's first editor, suggested Gotouge to start a series with an «easy-to-understand theme».[5] Gotouge's debut work *Kagarigari* would become the basis for an initial draft, titled *Kisatsu no Nagare* since it had concepts like swords and demons, which would be familiar to the Japanese audience.[5] However, due to its serious tone, lack of comic relief, and dark story, this draft was not accepted for serialization, so Katayama asked Gotouge to try writing a brighter, more normal character in the same setting.[5] The original title was *Kisatsu no Yaiba*, but they felt the character «satsu» in the title was too overt. Although it is a made-up word, «kimetsu» seemed easy to understand, so Gotouge thought it would be interesting to abbreviate the series' title that way; the word «yaiba» implies

a Japanese sword.[5] According to Gotouge, the series' three biggest influences are JoJo's Bizarre Adventure, Naruto and Bleach.[6][7] Tatsuhiko Katayama, an editor of the Demon Slayer: Kimetsu no Yaiba manga, has said in interviews that the red-haired, scar-faced Tanjiro was inspired by Rurouni Kenshin, a 1990s manga about a similarly drawn swordsman, Himura Kenshin.[8]

## Manga

Written and illustrated by Koyoharu Gotouge, Demon Slayer: Kimetsu no Yaiba was serialized in Shueisha's shōnen manga magazine Weekly Shōnen Jump from February 15, 2016, to May 18, 2020.[9][10] Shueisha collected its chapters in 23 individual tankōbon volumes, released from June 3, 2016, to December 4, 2020.[11][12]

Shueisha simultaneously published the series in English on the Manga Plus service starting January 2019.[13] Viz Media published the first three chapters in its digital magazine Weekly Shonen Jump as part of the «Jump Start» program.[14][15] During their panel at San Diego Comic-Con on July 20, 2017, Viz announced that they had licensed the manga for the North American market.[15] The first volume was released on July 3, 2018.[16]

Giyu Tomioka Gaiden , a two-chapter manga spin-off centered on Giyu, was published in Shueisha's Weekly Shōnen Jump on April 1 and 8, 2019. Gotouge is credited with the original work and Ryōji Hirano drew the manga.[17][18] A side-story for the manga was published in the first issue of Jump Giga on July 20, 2016.[19]

Kimetsu no Aima! , a colored 4-koma spin-off by Ryōji Hirano, was serialized between April 7 and September 29, 2019, on Shueisha's Shonen Jump+ app and website. The manga featured chibi versions of the characters from the main series.[17][20]

In May 2020, after the main series finished, a spin-off titled Kyojuro Rengoku Gaiden , illustrated by Ryōji Hirano and centered on Kyojuro was announced to be released.[21] The two chapters of Rengoku Gaiden were published in Weekly Shōnen Jump on October 12 and 17, 2020.[22] A collected gaiden tankōbon volume, which includes Giyu Tomioka Gaiden, Kyojuro Rengoku Gaiden, and Kimetsu no Aima!, was released on December 4, 2020.[23] Viz Media released the volume, under the title Demon Slayer: Kimetsu no Yaiba — Stories of Water and Flame, on January 4, 2022.[24][25]

A 19-page special one-shot chapter written and illustrated by Gotouge, centered on Kyojuro's first mission, was published in Weekly Shōnen Jump on October 5, 2020.[26] An 84-page booklet, titled Rengoku Volume 0, which includes the 19-page one-shot chapter and interviews with the staff and cast of the film, was given to the Demon Slayer: Kimetsu no Yaiba the Movie: Mugen Train theatergoers on October 16, 2020.[26][27][28] The booklet had a limited print run of 4.5 million copies.[28]

A spin-off manga series written and illustrated by Natsuki Hokami, titled Demon Slayer: Kimetsu Academy , related to the Kimetsu Gakuen Valentine-hen anime shorts, was serialized in Shueisha's Saikyō Jump magazine from August 4, 2021,[29] to March 4, 2024.[30] Shueisha released six volumes from January 4, 2022,[31] to April 4, 2024.[32] Viz Media has also licensed the manga.[33]

#### Light novels

A light novel, titled Demon Slayer: The Flower of Happiness , by Gotouge and Aya Yajima, was published in Japan on February 4, 2019. It chronicles the lives of Tanjiro and Zenitsu before the start of the main series, as well as glimpses into the lives of Aoi and Kanao.[34] It also features a single chapter of an alternate universe where the characters attend an ordinary high school. A second light novel, titled Demon Slayer: One-Winged Butterfly , by Gotouge and Yajima, was published in Japan on October 4, 2019. It details the lives of Shinobu and her sister Kanae before and soon after they joined the Demon Slayers after Gyomei saved their lives.[35][36] A third light novel, titled Demon Slayer: Signs from the Wind , centered on Sanemi, was published on July 3, 2020.[37] In February 2022, Viz Media announced that they would publish the three light novels in 2022.[38]

#### Other print media

A fanbook, Demon Slayer: Kimetsu no Yaiba Official Fanbook: Demon Slaying Corps Memorandum , was released on July 4, 2019.[39] It features background information on several characters from the series.[40] It also includes the complete three chapters of the initial draft of the series, titled Kisatsu no Nagare .[39]

A second fanbook, Demon Slayer: Kimetsu no Yaiba Official Fanbook: Demon Slaying Corps Memorandum 2 , was released on February 4, 2021.[41] It includes three one-shot chapters:

«Tanjirō no Kinkyō Hōkokusho» , which is about Tanjiro and other characters after the manga's conclusion; «Totsugeki!! Jigoku no Onishuzai ~Sanzunokawa o Koete~» , which shows some of the demons from «that time»; and «Kimetsu no Dodai» , which shows some of Gotouge's real stories from drawing the manga during its serialization. It also includes the previously published one-shot chapter «Rengoku Volume 0», previously given out as a bonus for theatergoers for Demon Slayer: Kimetsu no Yaiba the Movie: Mugen Train in 2020, and the «Nenshi Bangai-hen» and «Nenmatsu Bangai-hen» one-shots, published in Weekly Shōnen Jump in 2020 and 2019, respectively.[42][41] It also includes the one-shot 'Micchaku! «Kimetsu Gakuen» ni Kayou Tanjiro no 1-nichi' which was published in Jump Giga 2018 Winter Vol.3 in 2018.[41]

An art book, titled Demon Slayer: Kimetsu no Yaiba – Koyoharu Gotouge Artbook: Ikuseiso , was released on February 4, 2021.

A 26-episode anime television series adaptation by studio Ufotable, directed by Haruo Sotozaki and produced by Hikaru Kondo, was broadcast from April 6 to September 28, 2019.

#### Anime

A second season, with the first part adapting the «Mugen Train» story arc, aired for seven episodes from October 10 to November 28, 2021.[46][47] The second part of the season, adapting the «Entertainment District» story arc, aired for eleven episodes from December 5, 2021, to February 13, 2022.[48]

A third season, covering the «Swordsman Village» story arc, aired from April 9 to June 18, 2023.

A fourth season, covering the «Hashira Training» story arc, aired from May 12 to June 30, 2024.

Prior to airing, the first five episodes screened theatrically in Japan for two weeks from March 29, 2019, under the title Demon Slayer: Kimetsu no Yaiba: Sibling's Bond .

A compilation film, Demon Slayer: Kimetsu no Yaiba - To the Swordsmith Village, which includes the 10th and 11th episodes of Entertainment District and an advanced screening of the first «Swordsmith Village» story arc episode, premiered in Japan on February 3, 2023.

Another compilation film, Demon Slayer: Kimetsu no Yaiba – To the Hashira Training, which includes the two final episodes of Swordsmith Village and an advanced screening of the first Hashira Training episode, premiered in Japan on February 2, 2024, with a wide theatrical release

in the United States on February 23 of the same year.

A film, titled *Demon Slayer: Kimetsu no Yaiba – The Movie: Mugen Train*, premiered in Japan on October 16, 2020.

A film trilogy adapting the «Infinity Castle» story arc was announced after the fourth season finale in June 2024.

A video game based on the series was announced in 2020.[59][60] Titled *Demon Slayer: Kimetsu no Yaiba – The Hinokami Chronicles*, [61] it is developed by CyberConnect2, and published by Aniplex.[62] The game was released for the PlayStation 4, PlayStation 5, Xbox One, Xbox Series X and Series S, and Steam on October 14, 2021, in Japan.[63][64][61] Sega published the game worldwide for the same platforms on October 15, 2021.[65][66]

A mobile game titled *Kimetsu no Yaiba: Keppū Kengeki Royale* was announced to be released in 2020 by publisher Aniplex with development by Aniplex subsidiary Quatro A.[67] In December 2020, it was announced that the game's release was delayed indefinitely to improve its quality.[68]

*Demon Slayer: Kimetsu no Yaiba – Sweep the Board*, a digital tabletop game was released for the Nintendo Switch in April 2024;[69][70] it is set to be released for the PlayStation 5, PlayStation 4, Xbox Series X and Series S, Xbox One, and Steam in July of the same year.

#### Stage plays

A stage play adaptation of the manga was announced by *Weekly Shōnen Jump* in September 2019.[72] The stage play was performed from January 18–26 in Tokyo at the Tennōzu Ginga Gekijō and from January 31 to February 2, 2020, in Hyōgo Prefecture at the AiiA 2.5 Theater Kobe. Kenichi Suemitsu scripted and directed the play and Shunsuke Wada composed the music. The cast includes Ryota Kobayashi as the protagonist Tanjirō Kamado, Akari Takaishi as his sister Nezuko, Keisuke Ueda as Zenitsu Agatsuma, Yūgo Satō as Inosuke Hashibira, Reo Honda as Giyū Tomioka, Tomoyuki Takagi as Sakonji Urokodaki, Mimi Maihane as Tamayo, Hisanori Satō as Yushirō, and Yoshihide Sasaki as the main antagonist Muzan Kibutsuji.[73] A second stage play adaptation was announced at the Jump Festa '21 event in December 2020, with the cast and staff returning.[74] Titled *Demon Slayer: Kimetsu no Yaiba the 2nd: Bonds*, it ran in Tokyo from August 7–15, in Osaka from August 20–22, and again in Tokyo from August 27–31, 2021.[75]



A traditional Noh-Kyōgen stage play was announced at the Jump Festa '22 in December 2021.[76] It ran from July 26–31 at the Kanze Noh Theater in Tokyo and from December 9–11, 2022 at the Ohtsuki Noh Theater in Osaka. The cast includes Ohtsuki Yuichi as Tanjiro Kamado and his younger sister Nezuko, Ohtsuki Bunzo as Rui, and Nomura Mansai, who is also a stage director, played as Muzan Kibutsuji.[77] A third stage play adaptation based on the manga's «Mugen Train» arc was announced by Weekly Shōnen Jump in January 2022. Titled Demon Slayer: Kimetsu no Yaiba The Stage Part 3: Mugen Dream Train, it was performed on September 10 and 11 at the Tokyo Dome City Hall in Tokyo, at Kyoto Theater in Kyoto from September 16–25, and again at the Tokyo Dome City Hall from October 15–23, 2022.[78][79]

A fourth stage play adaptation based on the manga's «Entertainment District» story arc was announced in April 2023. Titled Demon Slayer: Kimetsu no Yaiba The Stage Part 4: Sneaking into the Entertainment District, it ran in Osaka from November 11–19 and Tokyo from December 1–10, 2023.[80] The cast and staff are returning to reprise their roles, with Shogo Sakamoto played as Tanjiro Kamado.[81][82] A Kabuki play of the manga was announced in October 2022. Titled Demon Slayer: Kimetsu no Yaiba Super Kabuki II, it is scheduled to run in Tokyo from February to March 2024.[83] However, due to «various circumstances» about an actor, planned performances were postponed.[84]

#### Other media

A collaborative kabuki exhibition featuring the characters from the series, was held at Kyōto's Minami-za theater from November 6–23, 2020.[85] An art exhibition of the series ran in Tokyo's Mori Arts Center Gallery from October 26 to December 12, 2021. The exhibition displayed numerous artworks drawn by Koyoharu Gotouge and also sold original goods.[86] The exhibition ran in the Grand Front Osaka from July 14 to September 4, 2022.[87]

From September 17, 2021, to February 13, 2022, Universal Studios Japan hosted attractions based on the series, including the «Demon Slayer XR Ride». Other attractions include the «Hollywood Dream the Ride» and a Demon Slayer Corps special training sessions.[88][89] Universal Studios Japan is again hosted the «Demon Slayer XR Ride» attraction from February 1 to June 6, 2024.[90]

An immersive exhibition, titled Demon Slayer: Kimetsu no Yaiba Total Concentration Exhibition,

was originally slated to be held on July 20, but was delayed to July 27 due to «unforeseen production challenges» by organizers. It is set to run till October 20, 2024 at the Araneta City in Quezon City, Philippines.[91][92]

#### Popularity and cultural impact

In 2020, the Demon Slayer: Kimetsu no Yaiba franchise generated an estimated annual sales revenue of ¥1 trillion .[93][94][95] In January 2021, it was reported that Japanese sales of print books and magazines fell 1% in 2020 compared to the previous year, being the smallest per year decline since 2006. This small decline was attributed to an increase in reading in Japan due to the COVID-19 pandemic and the «successful boom» of the Demon Slayer: Kimetsu no Yaiba manga and its related publications.[96] According to CharaBiz, a database for character licensing business in Japan, Demon Slayer: Kimetsu no Yaiba is the highest-grossing franchise of 2020, surpassing other well-known franchises such as Anpanman, Pokémon, Mickey Mouse and Peanuts .[97]

According to a 2020 internet poll conducted by Oricon Monitor Research, over 90% of the Japanese public is familiar with Demon Slayer: Kimetsu no Yaiba; 40.5% said that they were «very familiar», 57.3% said that they were «familiar with the name», indicating that 97.8% knew the existence of the series. Of the 1,558 respondents who said that they were «very familiar», 1,182 respondents «like» or «very liked» the series. To the question of «what part of the series do you like?», the series' story was the most popular aspect with 76.4% votes, followed by the setting with 49.3% and the relatability of the characters with 45.3% votes. 31% of the fans said that they owned the manga, and of the 66.1% of those fans said they owned every volume.

According to multiple respondents, the series helped them treasure and connect with their families and allowed people of different generations to connect even in the workplace and beyond. The poll was responded from November 18–24 by 3,848 members of Oricon Monitor Research, ranging from people in their teens to their sixties.[98] The series helped to increase internal tourism, with many tourists traveling to similar spots to the ones featured in the series.[99][100][101][102] It has been featured in Japanese high school textbooks starting in 2022.[103][104]

Regarding the series' sudden huge success, Weekly Shōnen Jump editor-in-chief Hiroyuki Nakano

stated that the manga sales shot up straight after its anime adaptation finished, explaining that a large number of people watched the series through streaming services after it ended rather than watching it weekly. Nakano also stated that it is harder for a manga series running in the magazine to become a hit, and *Demon Slayer: Kimetsu no Yaiba* despite having started in February 2016, did not become a major hit until late 2019, adding that its success «hinged on word of mouth generated after the anime's run».[105] Nakano have also said it introduced many new people and audience into Jump.[106] On December 20, 2020, at the Jump Festa '21, Mayumi Tanaka, voice actress of *One Piece*'s Monkey D. Luffy, read aloud a message from *One Piece* creator Eiichiro Oda, in which he praised Gotouge's series, and wrote: «At Jump, *Demon Slayer* was really amazing. I enjoyed how it was able to save the feelings of so many people. Absolutely superb work. This is how I want manga to be. It touched me, somehow!».[107]

Yusuke Murata said that the series' contribution to the industry as a whole is immeasurable,[108] while Gege Akutami commented that the series created many new manga fans.[109] The incumbent, Fumio Kishida, has remarked that he was a fan of the series, pledging that he would improve the conditions in the manga and anime industry.[110][111] Several politicians even used motifs and patterns from the series in their campaigns in 2021.[112][113]

### Sales

*Demon Slayer: Kimetsu no Yaiba* is one of the best-selling manga series of all time. By February 2019, the series had 3.5 million copies in circulation worldwide;[114] over 10 million copies in circulation by September 2019;[2] over 25 million copies in circulation by December 2019;[115] and over 40 million copies in circulation by February 2020.[116] By the end of February 2020, it was revealed that the franchise has sold 40.3 million copies, making it the fifth best-selling manga in Oricon's history.[117] On May 6, 2020, the franchise recorded over 60 million copies in circulation .[118][119] On May 22, 2020, it was revealed that the series has sold 60.027 million physical print copies, making it the third series in Oricon's history to sell over 60 million physical print copies.[120] In July 2020, the franchise recorded over 80 million copies in circulation,[121] including 71 million physical print copies sold.[122] With the release of volume 22 on October 2, 2020, the franchise recorded 100 million copies in circulation,[123][124] including 90.518 million physical print copies sold,[125] making it as well the ninth series from *Weekly Shōnen Jump* to

reach 100 million copies in circulation, after KochiKame, Fist of the North Star, Dragon Ball, JoJo's Bizarre Adventure, Slam Dunk, One Piece, Naruto and Bleach.[126][a] In December 2020, the series recorded over 120 million copies in circulation ,[129][128][130] including 102.892 million copies sold, making Demon Slayer: Kimetsu no Yaiba the second manga series to sell over 100 million copies in Oricon's records after One Piece, which achieved this feat in 2012.[131] In February 2021, the manga recorded over 150 million copies in circulation .[132][133]

In February 2020, the 19th volume sold an estimated 1.378 million copies in its first week, making Demon Slayer: Kimetsu no Yaiba the third manga series to have a single print volume sell more than 1 million copies in its first week, after One Piece and Attack on Titan .[134] In May 2020, the regular and limited editions of the 20th volume sold a total of 1,990,249 physical print copies.[120] In July 2020, the regular and limited editions of volume 21 sold a total of 2,041,177 physical print copies.[122] In October 2020, volume 22 ranked first in Oricon's manga sales chart for four consecutive weeks, with 326,000 physical print copies sold.[125] In December 2020, the 23rd and final volume sold 2.855 million copies in its first week, the most that any manga volume has sold in one week in Oricon's history.[131] In January 2021, it was reported that volumes 8, 1, and 7 of the series sold cumulative totals of 5.03 million, 5.029 million, and 5.009 million copies, respectively, being the first manga volumes to sell over 5 million copies in Oricon's history.[135] The 23rd and final volume is the first manga volume to sell over 4 million copies in Oricon's half-year sales ranking charts since Oricon began posting rankings in 2008. By May 2021, nineteen volumes in the series had each sold over 5 million copies.[136] The Stories of Water and Flame volume is Shueisha's first spin-off volume with an initial print run of 1 million copies.[137]

In November 2019, Shueisha stated that Demon Slayer: Kimetsu no Yaiba was their second bestselling manga 2019, with 10.8 million volumes sold, second only to Eiichiro Oda's One Piece, with

12.7 million volumes sold in the same period.[138] Nevertheless, the series ranked first in 2019 Oricon's annual manga ranking chart, with over 12 million copies sold, while One Piece ranked at second, with over 10.1 million copies sold, making Demon Slayer: Kimetsu no Yaiba the bestselling manga of 2019.[b][139] Oda wrote a message regarding Gotouge's manga achievement.[140]

Demon Slayer: Kimetsu no Yaiba was the first series to take all top 10 positions of Oricon's weekly manga chart. [141] The manga occupied the entire top 10 for a full month, and it was also the first series in Oricon's history to occupy the entire top 19 weekly rank.[142][143] In October 2020, the twentytwo volumes, at the time, of the series occupied the top 22 spots of Oricon's weekly manga chart.[125] It was the best-selling manga for the first half of 2020, with 45,297,633 copies sold,[144] and its twenty volumes at the time, were among the top 25 best-selling manga volumes of 2020.[145] Demon Slayer: Kimetsu no Yaiba's first twenty-two volumes were the bestselling manga volumes of 2020,[146] making the series as well the best-selling manga series in 2020, with 82,345,447 copies sold.[147] It was the best-selling manga series in the first half of 2021, with over 26 million copies sold,[148] while four of its volumes , Stories of Water and Flame, and the first fanbook were among the 25 best-selling manga volumes.[149] It was the second best-selling manga in 2021 with over 29.5 million copies sold,[150][151] while volume 23 and Stories of Water and Flame were the first and second, respectively, best-selling manga volumes. The second fanbook and four other manga volumes were among the top 30 best-selling volumes.[152]

In North America, the volumes of Demon Slayer: Kimetsu no Yaiba were ranked on Circana BookScan's monthly top 20 adult graphic novels list since September 2019.[153] They were also ranked on The New York Times' monthly Graphic Books and Manga bestseller list since February 2020.[154] According to ICv2, Demon Slayer: Kimetsu no Yaiba was the best-selling manga franchise for Q4 2021 in the United States, and it was also the second «most efficient manga franchise» for retailer bookshelves, based on the website's calculations of which manga franchises had the highest sales per volume.[155] According to NPD BookScan, two manga volumes of Demon Slayer: Kimetsu no Yaiba were ranked among the top 20 adult graphic novels list in 2020;[156] four volumes were among the top 20 highest-selling manga volumes in 2021;[157] three volumes and Stories of Water and Flame were among the top 20 highestselling manga volumes in 2022;[158] its first volume was the best-selling manga series in 2023, with the second volume also featured on the top 20 highest-selling manga volumes.[159] By May 2021, the Viz Media edition had over 4 million copies in circulation.[160]

Critical response

Before its anime series adaptation, Nicholas Dupree of Anime News Network included the series on his list of «The Most Underrated Shonen Jump Manga», and wrote: «Kimetsu is still arguably an oddity in Jump, but it's firmly established its style that's certainly worth looking out for.»[161] Rebecca Silverman of the same website ranked the first volume as a B-. Silverman praised the plot ideas and characters but had issues with its pacing. She labeled Gotouge's art as «unpolished and inconsistent,» although she commended details such as those in Tanjiro and Nezuko's clothing which illustrate both the poverty and loving environment from where they come. Silverman concluded that it is the work of a promising author and had positive expectations for the series' development.[162]

Leroy Douresseaux of Comic Book Bin gave the first volume a score of 9/10. He commended the series for its «ability to convey power in simplicity,» explaining that Gotouge's art is «nice» but overly detailed, and the dialogue and exposition are straightforward. Douresseaux praised its characters and recommended the series to fans of demon-fighting heroes.[163] Nick Smith of ICv2 gave the first volume a score of 4/5. He wrote that the story is well crafted and the characters intriguing, but the setting is «too deadly for the survival of the human race.» Smith said that the artwork is good but not special and recommended the series to «teens and adults who like heroes fighting back against horrific evil.»[164] Che Gilson of Otaku USA praised the series for its plot, action and character development. Gilson said that the art is «stiff», but that instead of looking like rough drawings or traced photo composites, the series «looks as if it were carved and printed from woodblocks.» Gilson concluded: «With an engrossing plot and characters, Volume 1 builds to a cliffhanger that makes it hard to wait for the next volume.»[165] Chris Beveridge of The Fandom Post criticized the first chapter for being «overly wordy when just the action would suffice,» and ultimately called it «a work-in-progress series.»[166] After having watched the anime adaptation, Melina Dargis of the same website was so fascinated by the story and characters that she decided to go back and review the second volume of the manga. Despite knowing what would happen, Dargis wrote that it was «still such a delight to relive it again» and concluded; «It's a really great story and appeals to a wide variety of interests.»[167]

Manga artists have lauded the series; Yoshihiro Togashi wrote a praising comment featured on

the obi of series fourth volume;[168][169] Osamu Akimoto wrote a praising comment featured on the obi of the series' fifth volume;[170] Takayuki Yamaguchi praised the series and recommended it in a 2018 interview, around the time of its tenth volume.[171] Author Kinoko Nasu called it one of his favorite new manga works.[172] Comedian and novelist Naoki Matayoshi also praised the series.[173] Nobuyuki Izumi of Real Sound compared the series' premise, setting, and structure to Hirohiko Araki's JoJo's Bizarre Adventure's first two parts, Phantom Blood and Battle Tendency, and to Kazuhiro Fujita's Ushio & Tora.[174]

#### Accolades

Demon Slayer: Kimetsu no Yaiba ranked fourteenth on the «Nationwide Bookstore Employees' Recommended Comics of 2017» poll by Honya Club online bookstore.[175] On Takarajimasha's Kono Manga ga Sugoi! ranking of top 20 manga for male readers, the series ranked nineteenth on the 2018 list,[176] sixth on the 2019 list,[177] and seventeenth on the 2020 list.[178] On Rakuten Kobo 2020 First Half Ranking, the series was first in every demographic group, from male and female teenagers to older adults.[179] In 2020, Gotouge received the second Kodansha's Noma Publishing Culture Award, which honors those who have contributed to «reinventing publishing». Gotouge received the award due to the franchise's sales, which have boosted the entire publishing industry from 2019 to 2020.[180] It ranked sixteenth, along with Chainsaw Man, on «The Best Manga 2021 Kono Manga wo Yome!» ranking by Freestyle magazine.[181] On TV Asahi's Manga Sōsenkyo 2021 poll, in which 150,000 people voted for their top 100 manga series, Demon Slayer: Kimetsu no Yaiba ranked second, only behind One Piece.[182][183]

#### Awards and nominations

Year	Award	Category	Result	Ref.
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In 2019,	Demon Slayer: Flower of Happiness	had about 210,966 copies sold,	and Demon Slayer: One-Winged Butterfly	had about 196,674 copies sold. Both novels ranked third and fourth respectively in Oricon's overall bunko ranking chart.[197]
	Demon Slayer: Kimetsu no Yaiba	overall novelization	was the tenth best-selling light novel in 2019,	with 407,640 copies sold.[198]
In February 2020,	after a planned reprint	collectively 1.16 million copies	were in circulation,	making the books the fastest franchise novel in Shueisha's «Jump J-Books» label to reach 1

million copies in circulation.[199] The two light novels were the best-selling novels of the first half of 2020, collectively selling a total of 1,199,863 copies.[200][201] The Demon Slayer: Kimetsu no Yaiba overall novelization was the best-selling light novel of 2020, with 2,752,593 copies sold.[202] The Demon Slayer: Kimetsu no Yaiba overall novelization was the best-selling novel series in the first half of 2021, collectively selling a total of 651,358 copies,[203] while the three novels and the Demon Slayer: Kimetsu no Yaiba the Movie: Mugen Train novelization , were among the best-selling-novel volumes in the first half of 2021.[204] The three light novels were among the top 5 best-selling light novel volumes of 2021,[205] while the overall novelization was the best-selling light novel, with 776,320 copies sold.[206][207] Four other books were among the best-selling general books of 2021: the art book, Demon Slayer: Kimetsu no Yaiba – Koyoharu Gotouge Artbook: Ikuseiso, was third with 491,007 copies sold; Demon Slayer: Kimetsu no Yaiba – Coloring Book: Blue was seventh, with 414,523 copies sold; Demon Slayer: Kimetsu no Yaiba – Coloring Book: Red was ninth with 370,460 copies sold; and the anime's third official characters book was thirteenth, with 278,531 copies sold.[208] Due to sales of the novels and the other books, Gotouge was second on the general book ranking chart of 2021, with over 1.4 million copies sold.[209] In May 2020, Demon Slayer: Flower of Happiness ranked tenth in a favorite children's book poll conducted by the Children's Book Election Office, among over 250,000 elementary school children

Kimetsu no Yaiba

Demon Slayer: Kimetsu no Yaiba 鬼滅の刃 is a manga series written and illustrated by Koyoharu Gotoge. It has been serialized in Weekly Shonen Jump since February 15, 2016. The series is republished in English by Viz Media.

The series officially ended on May 18, 2020 with a total of 205 chapters.

Kimetsu no Yaiba is set in the Taisho era, Japan.

The life of Tanjiro Kamado, a kindhearted boy who sells coal for a living, changes one day after his family is murdered by a demon.

In order to turn back his sister, the only one who survived but turned into a ferocious demon herself, the two go off on a journey to seek the demon who killed their family.

Manga Spin-offs



· Giyu Tomioka's Story is a two-chapter manga spin-off, was published in the 18th and 19th issues of Shueisha's Weekly Shonen Jump in 2019. Gotoge is credited with the original work, and Ryoji Hirano with drawing the manga. The manga follows the character Giyu Tomioka.

· Kyojuro Rengoku's Story is another two-chapter manga spin-off by Ryoji Hirano, was published in the 45th and 46th issues of Shueisha's Weekly Shonen Jump in 2020. It follows the character Kyojuro Rengoku.

· Kimetsu Between the Scenes! is a colored, 4koma spin-off by Hirano, was serialized between April 7 and October 6 in 2019 on Shueisha's Shonen Jump+ app and website. The manga features chibi versions of the characters from the main series up to the end of the anime's first season.

· Kimetsu Gakuen! is a colored manga series written and illustrated by Natsuki Hokami which takes place in the world of Kimetsu Academy, a spin-off universe with the characters in a modern setting. It has been serialized in Saikyo Jump since August 4, 2021 and is currently ongoing.

#### Light Novels

· Kimetsu no Yaiba: One-Winged Butterfly 鬼滅の刃 片羽の蝶 is a light novel by Gotoge and Aya Yajima

that was published and released in Japanese bookstores on October 4, 2019. It details the lives of Shinobu and Kanae Kocho before and soon after they joined the Demon Slayers after Gyomei Himejima saved their lives.

· Kimetsu no Yaiba: The Flower of Happiness 鬼滅の刃 しあわせの花 is a light novel by Gotoge and Aya

Yajima that was published and released in Japanese bookstores on February 4, 2019. It chronicles the lives of Tanjiro Kamado and Zenitsu Agatsuma before the start of the main series, as well as glimpses into the lives of Aoi Kanzaki and Kanao Tsuyuri. It also features a single chapter of an alternate Gakuen universe where the characters of the series are attending an ordinary high school .

· Kimetsu no Yaiba: Signs from the Wind 鬼滅の刃: 風の道 is the third light novel series from the Kimetsu

no Yaiba manga written by Aya Yajima.

#### Fanbooks

- The Kimetsu no Yaiba Official Fanbook was released in July 2019. It features background information on several characters from the series.

- The Kimetsu no Yaiba Official Fanbook 2 was released in February 2021.

#### Trivia

- Gotoge noted that Kimetsu no Yaiba was inspired by various other manga, most notably Gintama, JoJo's Bizarre Adventure, Naruto, Bleach and Berserk.[1] They also noted that Gintama is the manga they most admired and was the reason they decided to create Kimetsu no Yaiba.[

- Kimetsu no Yaiba

- Demon Slayer: Kimetsu no Yaiba 鬼滅の刃 is the anime adaptation of Koyoharu Gotoge's Kimetsu no Yaiba, animated by ufotable.

- Its first season was announced for a 26-episode run in the 27th issue of Weekly Shonen Jump, on June 4th, 2018, and premiered on April 6th, 2019. The first 5 episodes were also separately compiled into a Japan-exclusive movie, Kimetsu no Yaiba: Brother and Sister's Bond.

- The first season was followed by a continuative movie adaptation of the Mugen Train Arc, which would later be compiled into its second season along with the Entertainment District Arc, which premiered on October 10th, 2021. Currently, Kimetsu no Yaiba can be watched on Hulu, Prime Video, Vudu, Apple TV, Netflix, and Crunchyroll.

- Plot

- It is the Taisho Period in Japan. Tanjiro, a kindhearted boy who sells charcoal for a living, finds his family slaughtered by a demon. To make matters worse, his younger sister Nezuko, the sole survivor, has been transformed into a demon herself. Though devastated by the grim reality, Tanjiro resolves to become a «demon slayer» so that he can turn his sister back into a human, and kill the demon that massacred his family. A sorrowful tale of siblings in which the fate of humans and demons intertwine... begins now

#### Cast

- Japanese Cast
- Natsuki Hanae as Tanjiro Kamado
- Satomi Satō as Tanjiro Kamado (child)
- Akari Kitō as Nezuko Kamado
- Hiro Shimono as Zenitsu Agatsuma
- Yoshitsugu Matsuoka as Inosuke Hashibira
- Houko Kuwashima as Kie Kamado
- Kaede Hondo as Shigeru Kamado
- Konomi Kohara as Hanako Kamado
- Yō Taichi as Takeo Kamado
- Masaki Terasoma as Saburo
- Takahiro Sakurai as Giyu Tomioka
- Hōchū Ōtsuka as Sakonji Urokodaki
- Yūki Kaji as Sabito
- Ai Kakuma as Makomo
- Nobuhiko Okamoto as Genya Shinazugawa
- Reina Ueda as Kanao Tsuyuri
- Toshiyuki Morikawa as Kagaya Ubuyashiki
- Aoi Yūki as Kiriya Ubuyashiki
- Shiori Izawa as Kanata Ubuyashiki
- Daisuke Namikawa as Hotaru Haganezuka
- Takumi Yamazaki as Kasugai Crows
- Hikaru Midorikawa as Temple Demon
- Takehito Koyasu as Hand Demon
- Aki Toyosaki as Hand Demon (child)
- Ryōhei Kimura as Swamp Demon
- Toshihiko Seki as Muzan Kibutsuji
- Jun Fukuyama as Yahaba
- Mikako Komatsu as Susamaru

- Maaya Sakamoto as Tamayo
- Daiki Yamashita as Yushiro
- Mitsuhiro Ichiki as Shoichi
- Miho Okasaki as Teruko
- Junichi Suwabe as Kyogai
- Shunichi Toki as Kiyoshi
- Tarusuke Shingaki as Tongue Demon
- Yoshihisa Kawahara as Horned Demon
- Ikuko Tani as Hisa
- Saori Hayami as Shinobu Kocho
- Kōki Miyata as Murata
- Kōki Uchiyama as Rui
- Ami Koshimizu as Spider Demon (Mother)
- Hisako Tōjō as Ozaki
- Showtaro Morikubo as Spider Demon (Son)
- Tetsu Inada as Spider Demon (Father)
- Ryoko Shiraishi as Spider Demon (Daughter)
- Shigeru Chiba as Jigoro Kuwajima
- Yoshimasa Hosoya as Kaigaku
- Mamiko Noto as Kotoha Hashibira
- Shin-ichiro Miki as Tanjuro Kamado
- Makoto Furukawa as Goto
- Satoshi Hino as Kyojuro Rengoku
- Katsuyuki Konishi as Tengen Uzui
- Kana Hanazawa as Mitsuri Kanroji
- Kengo Kawanishi as Muichiro Tokito
- Tomokazu Sugita as Gyomei Himejima
- Kenichi Suzumura as Obanai Iguro
- Tomokazu Seki as Sanemi Shinazugawa

- Yuri Ehara as Aoi Kanzaki
- Nanami Yamashita as Kiyo Terauchi
- Ayumi Mano as Sumi Nakahara
- Yūki Kuwahara as Naho Takada
- Ai Kayano as Kanae Kocho
- Eiji Takemoto as Kozo Kanamori
- Daisuke Hirakawa as Enmu
- Taiten Kusunoki as Rokuro
- Sōichirō Hoshi as Wakuraba
- Kana Ueda as Mukago
- KENN as Kamanue
- Akira Ishida as Akaza
- Rikiya Koyama as Shinjuro Rengoku
- Megumi Toyoguchi as Ruka Rengoku
- Junya Enoki as Senjuro Rengoku
- Miyuki Sawashiro as Daki
- Ryōta Ōsaka as Gyutaro
- English Cast
- Zach Aguilar as Tanjiro Kamado
- Allegra Clark as Tanjiro Kamado (child)
- Abby Trott as Nezuko Kamado
- Aleks Le as Zenitsu Agatsuma
- Bryce Papenbrook as Inosuke Hashibira
- Dorothy Elias-Fahn as Kie Kamado
- Jessica DiCicco as Shigeru Kamado
- Ryan Bartley as Hanako Kamado
- Michelle Ruff as Takeo Kamado
- Jake Eberle as Saburo
- Johnny Yong Bosch as Giyu Tomioka

- Brook Chalmers as Sakonji Urokodaki
- Max Mittelman as Sabito
- Ryan Bartley as Makomo
- Zeno Robinson as Genya Shinazugawa
- Brianna Knickerbocker as Kanao Tsuyuri
- Matthew Mercer as Kagaya Ubuyashiki
- Christine Cabanos as Kiriya Ubuyashiki
- Mela Lee as Kanata Ubuyashiki
- Robbie Daymond as Hotaru Haganezuka
- Doug Erholtz as Kasugai Crows
- Ben Diskin as Temple Demon
- Kirk Thornton as Hand Demon
- Jessica DiCicco as Hand Demon (child)
- Sean Chiplock as Swamp Demon
- Greg Chun as Muzan Kibutsuji
- Xander Mobus as Yahaba
- Sarah Anne Williams as Susamaru
- Michael Johnston as Shoichi
- Grace Lu as Teruko
- Steve Blum as Kyogai
- Brandon Winckler as Kiyoshi
- Matthew Mercer as Tongue Demon
- Matthew Mercer as Horned Demon
- Barbara Goodson as Hisa
- Erika Harlacher as Shinobu Kocho
- Khoi Dao as Murata
- Billy Kametz as Rui
- Allegra Clark as Spider Demon (Mother)
- Dorothy Fahn as Ozaki

- Derek Stephen Prince as Spider Demon (Son)
- Kellen Goff as Spider Demon (Father)
- Erica Lindbeck as Spider Demon (Daughter)
- John DeMita as Jigoro Kuwajima
- Alejandro Saab as Kaigaku
- Jennie Kwan as Kotoha Hashibira
- Kirk Thornton as Tanjuro Kamado
- Derek Stephen Prince as Goto
- Mark Whitten as Kyojuro Rengoku
- Ray Chase as Tengen Uzui
- Kira Buckland as Mitsuri Kanroji
- Griffin Burns as Muichiro Tokito
- Crispin Freeman as Gyomei Himejima
- Erik Scott Kimerer as Obanai Iguro
- Kaiji Tang as Sanemi Shinazugawa
- Reba Buhr as Aoi Kanzaki
- Jackie Lastra as Kiyo Terauchi
- Michelle Marie as Sumi Nakahara
- Serena Clerici as Naho Takada
- Bridget Hoffman as Kanae Kocho
- Kyle Hebert as Kozo Kanamori
- Landon McDonald as Enmu
- Ray Chase as Rokuro
- Stefan Martello as Wakuraba
- Kira Buckland as Mukago
- Alan Lee as Kamanue
- Lucien Dodge as Akaza
- Imari Williams as Shinjuro Rengoku
- Suzie Yeung as Ruka Rengoku

- Cedric Williams as Senjuro Rengoku
- [Wu] as Koinatsu
- [Lindbeck] as Daki
- [McInnis] as Gyutaro
- Amber Lee Connors as Nakime