



LONDON OCTOBER 2025

130K+
ATTENDEES



4.2M

WEB VIEWS
(29% UP YOY)



256K+

EMAIL SUBS
(28% UP YOY)



4.1BN

MEDIA IMPRESSIONS
(36% UP YOY)



2M+

APP VIEWS



86K+

SCAVENGER
HUNT VIEWS

207K+

FAN HUB
ENGAGEMENTS

14K+

QR CODE
FAN SCANS



9.1M

INSTAGRAM
VIEWS



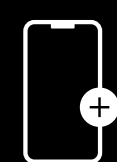
3.49M

FACEBOOK &
X IMPRESSIONS



298K

TIKTOK VIEWS



485K

TOTAL SOCIAL
FOLLOWING



790+

CREATORS
AND INFLUENCERS

43% OF CREATORS
ATTEND TO BUY POP CULTURE
PRODUCTS

38% OF CREATORS
ATTEND TO SEE THE NEWEST
PRODUCTS AND RELEASES



940+

PRESS & INDUSTRY



430+

ARTIST ALLEY
CREATORS
(42% UP YOY)



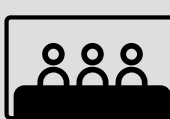
100+

AUTHORS IN
WRITERS BLOCK
(26% UP YOY)



520+

EXHIBITORS &
RETAILERS (16% UP YOY)



21

STAGES &
PERFORMANCE AREAS
(16% UP YOY)



560+

PANELS & WORKSHOPS



370+

Esports competitors

DEMOGRAPHICS

AGE

(PREFER NOT
TO ANSWER: 2%)

53%

GEN-Z

25%

MILLENNIALS

17%

GEN-X

EARNINGS

(PREFER NOT
TO ANSWER: 46%)

21%

UP TO £35K

22%

£36K-75K

10%

£75K+

GENDER

(PREFER NOT
TO ANSWER: 4%)

46%

FEMALE

42%

MALE

6%

NON-BINARY

TOP 5 REASONS TO ATTEND

- 1 COSPLAY
- 2 SHOPPING/
EXHIBITORS
- 3 ARTIST ALLEY
- 4 COMMUNITY
- 5 CELEBRITIES

TOP 5 THINGS FANS WANT MORE OF

- 1 GAMES
- 2 TV/FILM
STUDIOS
- 3 COLLECTIBLES
AND TOYS
- 4 COSPLAY
AND MAKEUP
- 5 ANIME AND
MANGA

33% OF FANS SPEND MORE THAN THEY BUDGET FOR

81% OF FANS SPENT AT LEAST FOUR HOURS
EXPLORING MCM COMIC CON

63% ARE RETURNING MCM COMIC CON FANS

46% ATTENDED MCM LONDON IN MAY 2025