

Annual popularity contest to promote Sanrio characters held again this year!

# 2022 Sanrio Character Ranking Kicks Off!

This year's theme is Colorful!

Get ready as the adorably cute Sanrio characters battle it out to steal the crown!

Voting period: April 8 (Fri.) - May 23 (Mon.) Results announced: June 12 (Sun.)

Voting site URL: <https://ranking.sanrio.co.jp/en/>

April 8, 2022 (Tokyo, Japan)—Sanrio Company, Ltd. (Headquartered in Shinagawa-ku, Tokyo; President: Tomokuni Tsuji; hereinafter referred to as “Sanrio”) is thrilled to announce that it is holding the 37<sup>th</sup> annual 2022 Sanrio Character Ranking, a popularity contest for Sanrio characters, from Friday, April 8 to Monday, May 23, 2022.



2022 Sanrio Character Ranking Key Visual

Launched in 1986 in the Strawberry Newspaper, Sanrio's monthly newspaper published in Japan, the Sanrio Character Ranking is an event in which 80 characters selected from over 450 Sanrio characters are entered and ranked according to the number of votes cast.

To see the 80 characters entered in the ranking, please visit the Sanrio Character Ranking website below.

\*The voting site is available in four languages: Japanese, English, Chinese (traditional and simplified).

\*\*Voting site URL: <https://ranking.sanrio.co.jp/en/>

## ■ This year's theme is: "Colorful!—Smile and Make the World More Colorful!"

This year's theme, "Colorful!—Smile and Make the World More Colorful" incorporates the word "smile," which is included in Sanrio's new vision, "One World, Connecting Smiles." We hope that the Sanrio Character Ranking will be something that brings smiles to everyone's faces. "Colorful" refers to the diversity of the Sanrio characters. The visual design depicts the unique characters wearing colorful flowers and smiling.

## ■ Overview

### 2022 Sanrio Character Ranking

Title: 2022 Sanrio Character Ranking

Schedule: Voting period: Friday, April 8 - Monday, May 23  
Initial results: Wednesday, April 13, 1:00 p.m.  
Interim results: May 12 (Thursday), 1:00 p.m.  
Overall results: June 12 (Sunday), afternoon  
\*All times are in Japan Standard Time.  
\*\*All times are subject to change.

Character Entries: 80 characters








## ■ How to Vote

Online voting Voting site URL: <https://ranking.sanrio.co.jp/en/>


## References

### ■ Results from the 2021 Sanrio Character Ranking

Total number of votes cast: 21,346,750 (Record high)  
Voting period: Friday, April 9, 2021 - Monday, May 24, 2021

Rank	Character Name
1	Cinnamoroll 
2	Pompompurin 
3	Pochacco 
4	My Melody 
5	KUROMI 
6	Hello Kitty 
7	Little Twin Stars 
8	SHOW BY ROCK!! 
9	Tuxedosam 
10	Cogimyun 

# ■ 80 Characters Nominated in the 2022 Sanrio Character Ranking

No	Image	Character Name	No	Image	Character Name	No	Image	Character Name	No	Image	Character Name
1		Cinnamoroll	21		Marumofubiyori	41		OSARUNOMONKICHI	61		CHIBIMARU
2		Pompompurin	22		MINNANOTĀBŌ	42		Caribadix (Gaokki)	62		Winkipinki
3		Pochacco	23		MARRONCREAM	43		GOROPIKADON	63		Pokopon's Diary
4		My Melody	24		U · SA · HA · NA	44		Marshmallowmitaina fuwafuwanyanko	64		Chococat
5		KUROMI	25		Dear Daniel	45		Rilu Rilu Fairilu	65		THE VAUDEVILLE DUO
6		Hello Kitty	26		Mewkledreamy	46		Tiny Chum	66		LEOSUKE
7		Little Twin Stars	27		HELLO MIMMY	47		PataPataPeppy	67		Shinkaizoku
8		SHOW BY ROCK!!	28		Littleforestfellow	48		PAUPIPO	68		Umeya Zakkaten
9		Tuxedosam	29		LLOROMANNIC	49		SUGARMINUET	69		RURURUGAKUEN
10		Cogimyun	30		BONBONRIBBON	50		ZASHIKIBUTA	70		Seven Silly Dwarfs
11		yoshikitty	31		Charmmykitty	51		Maimai	71		THE RUNABOUTS
12		WISH ME MELL	32		kabukinyantaro	52		Beatcats	72		Risuru
13		Hangyodon	33		JEWELPET	53		Hummingmint	73		Pannapitta
14		BAD BADTZ-MARU	34		SUGARBUNNIES	54		ICHIGOMAN	74		DREAMTALEKUBEAR
15		Kerokerokeroppi	35		nya · ni · nyu · nye · nyon	55		kashiwankomochi	75		sportingbears
16		GUDETAMA	36		CHEERY CHUMS	56		StrawberryKing	76		Littlelovin
17		AHIRUNOPEKKLE	37		Fukuchan	57		SHINKANSEN	77		Bosanimal
18		MY SWEET PIANO	38		Aggretsuko	58		FRESH PUNCH	78		Maimaimaigoen
19		KIRIMICHAN.	39		Hagurumanstyle	59		PANKUNCHI	79		Sugarcreampuff
20		COROCOROKURIRIN	40		PATTY&JIMMY	60		NORANEKOLAND	80		Puwawa