

**\*EMBARGOED UNTIL 11:00 (JST), APRIL 11, 2023**

PRESS RELEASE

Sanrio

Feel the thrills with the Sanrio characters!  
Enjoy this popularity contest which only happens once a year!

## Voting Kicks Off for the 2023 Sanrio Character Ranking

Voting period: April 11 (Tue.) – May 26 (Fri.) Results announced: June 11 (Sun.)

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

April 11, 2023 (Tokyo, Japan)—Sanrio Company, Ltd. (Headquartered in Shinagawa-ku, Tokyo; President: Tomokuni Tsuji; hereinafter referred to as “Sanrio”) is delighted to announce that it is holding the 38<sup>th</sup> annual popularity contest for Sanrio characters, the 2023 Sanrio Character Ranking, that will kick off on April 11 (Tue), 2023.



2023 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 many characters that are selected from over 450 of Sanrio's characters are entered and ranked according to the number of votes they receive. This year, the total number of entered characters is 90 characters!

### The Theme of 2023 is "Be Part of the Fun & Thrills!"

This year's theme is "Be Part of the Fun & Thrills!", which portrays our hope that fans can feel the excitement of seeing their favorite characters moving up the ranks of the Sanrio Character Ranking, as well as feel the thrill of being part of the daily fun by casting votes, engaging with social media posts, and participating in events associated with the Ranking.

This year's key visual is designed in a comic style that tells the story of the characters feeling excited and with playful smiles on their faces in the leadup to the Sanrio Character Ranking.

## Overview

Title: 2023 Sanrio Character Ranking

Schedule: Voting period: Tuesday, April 11 - Friday, May 26  
\*Online voting will be open from April 11 (Tue.) at 11:00 a.m. to May 26 (Fri.) at 17:00 p.m.  
Initial results (1<sup>st</sup> to 10<sup>th</sup> place): Thursday, April 13, 1:00 p.m.  
Interim results (1<sup>st</sup> to 20<sup>th</sup> place): Thursday, May 11, 1:00 p.m.  
(\*1<sup>st</sup> to 10<sup>th</sup> place for other country rankings)  
Results (1<sup>st</sup> to 90<sup>th</sup>) Sunday, June 11, afternoon  
(\*1<sup>st</sup> to 10<sup>th</sup> place for other country rankings)  
Each announcement time is subject to change.  
All times are in Japan Standard Time.

Character Entries: 90 characters

## How to Vote

Online voting

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





















## Reference

### ■ Results from the 2022 Sanrio Character Ranking

Total number of votes cast: 26,467,259 (Record high)

Voting period: Friday, April 8, 2022 - Monday, May 23, 2022

2022 Final Ranking Results

Rank	Character Name	Number of votes	Interim#	Initial#	Prev.#
1	Cinnamoroll 	2,896,171	1	1	1
2	Pompompurin 	2,351,265	2	2	2
3	KUROMI 	1,954,948	4	4	5
4	Pochacco 	1,947,297	3	3	3
5	My Melody 	1,700,858	5	6	4
6	Hello Kitty 	1,471,242	6	5	6
7	Little Twin Stars 	1,020,516	9	9	7
8	Hangyodon 	996,854	7	7	13
9	Cogimyun 	931,628	11	-	10
10	Tuxedosam 	903,566	8	8	9
11	Kerokerokeroppi 	-	10	-	15
12	BAD BADTZ-MARU 	-	12	10	14
13	WISH ME MELL 	-	13	-	12
14	SHOW BY ROCK!! 	-	18	-	8
15	GUDETAMA 	-	15	-	16
16	AHIRUNOPEKKLE 	-	16	-	17
17	yoshikitty 	-	14	-	11
18	MY SWEET PIANO 	-	19	-	18
19	KIRIMICHAN. 	-	17	-	19
20	COROCOROKURIRIN 	-	20	-	20

# Sanrio character ranking 38th Entry 90 Characters

1 	2 	3 	4 	5 	6 	7 	8 	9 	10 	11 	12 	13 	14 	15 
16 	17 	18 	19 	20 	21 	22 	23 	24 	25 	26 	27 	28 	29 	30 
31 	32 	33 	34 	35 	36 	37 	38 	39 	40 	41 	42 	43 	44 	45 
46 	47 	48 	49 	50 	51 	52 	53 	54 	55 	56 	57 	58 	59 	60 
61 	62 	63 	64 	65 	66 	67 	68 	69 	70 	71 	72 	73 	74 	75 
76 	77 	78 	79 	80 	81 	82 	83 	84 	85 	86 	87 	88 	89 	90 

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