

***EMBARGOED UNTIL 11:00 (JST), APRIL 11, 2024**
***All times are Japan Standard Time (JST)**

Who will take the crown? Will it be Hello Kitty, who is celebrating her 50th, Cinnamoroll, who's hoping for his 5th consecutive win, or the newcomer Hanamaruobake?

Voting Kicks Off for the 2024 Sanrio Character Ranking

Voting period: April 11 (Thu) - May 26 (Sun) Final Results announced: June 16 (Sun)

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

April 11, 2024 (Tokyo, Japan)—Sanrio Company, Ltd. (Headquartered in Shinagawa-ku, Tokyo; President: Tomokuni Tsuji; hereinafter “Sanrio”) is delighted to announce that it is holding the 39th annual popularity contest for Sanrio characters, the 2024 Sanrio Character Ranking, that will kick off on April 11 (Thu), 2024.



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 entries is 90 characters!

The final results will be announced at "SANRIO FES 2024" to be held on June 16 (Sun.) at Tokyo Big Sight (streamed on YouTube) and will also be announced on the official Sanrio Character Awards website. We hope you will enjoy the 2024 Sanrio Character Ranking where you can share love and thanks with Sanrio's characters.

This year we should watch out for Hello Kitty, who is celebrating her 50th anniversary, Cinnamoroll, who is gearing up to be the first to win five consecutive years, and Hanamaruobake, who will be competing for the first time.

Cinnamoroll, Pompompurin, and Kuromi have dominated the TOP 3 for two consecutive years, but the momentum of Hello Kitty, who celebrates her 50th anniversary this year, and newcomers such as PETAPETAMINILIAN, BUDDYEDDY, and Hanamaruobake, who is from the NEXT KAWAII PROJECT, are all expected to make an appearance in the top ranks. Please keep a watchful eye on the 2024 Sanrio Character Ranking to see whether Cinnamoroll will become the first character to win five consecutive times, or will other characters mix up the ranking this year!



Cinnamoroll



Pompompurin



Kuromi



Hello Kitty



PETAPETAMINILIAN



BUDDYEDDY



Hanamaruobake

Comments from Characters in the Spotlight!

"Thanks for all the support last year! I can't wait to have fun with you all again this year."



Cinnamoroll
(1st in 2023)



Pompompurin
(2nd in 2023)

"Please support me so that I can become even bigger and bigger!"



Kuromi
(3rd in 2023)

"I'll do my best again this year to be the best version of me ever! After all, I'm No.1!"



Hello Kitty
(5th in 2023)

"It's my 50th Anniversary Character Ranking!! I'm gonna try my best! Please cheer for me!"



PETAPETAMINILIAN
(Newcomer!)

"Excited to participate for the first time! All you Earthlings! Please support us!"



BUDDYEDDY
(Newcomer!)

"I'm Eddy! I'm excited and a little nervous! I'm hoping you'll cheer me on!"



Hanamaruobake
(Newcomer!)

"I'm so thrilled to be here as a newbie! I'll be over the moon if you support me."

Overview of the 2024 Sanrio Character Ranking

This year's theme, "All we need is mutual love and thanks," was chosen with the hope that the Sanrio Character Awards will be a moment when the characters and fans will be able to share their feelings of mutual love and gratitude. The key visual shows the characters' faces, with the words "I love you" and "Thank you" thrown into the air. The key visual is a cute retro-pop design of the characters in a pose of blowing kisses to express their feelings of mutual love and appreciation.



Title: 2024 Sanrio Character Ranking

Schedule: Voting period: Thursday, April 11 - Sunday, May 26
*Online voting starts April 11 (Thu) at 11:00 a.m. to May 26 (Sun.) at 5:00 p.m.

Initial results (1st to 10th place): Tuesday, April 16, 1:00 p.m.

(*1st to 5th place for overseas rankings)

Interim results (1st to 20th place): Thursday, May 9, 1:00 p.m.

(*1st to 10th place for overseas rankings)

Final Results (1st to 90th) Sunday, June 16, 2 p.m.

(*1st to 10th place for other country rankings) *Presented at "SANRIO FES 2024" (to be streamed on YouTube).

Each announcement time is subject to change.

*Overseas ranking refers to the ranking of each of the 14 countries/regions.

Character Entries: 90 characters

Sanrio character ranking

Entry 90 characters

1  Cinnamoroll	2  Pompompurin	3  KUROMI	4  Pochacco	5  Hello Kitty	6  My Melody	7  Hangyodon	8  Little Twin Stars	9  Tuxedosam	10  BAD BADTZ-MARU	11  Cogimyun	12  Kerokerokeroppi	13  GUDETAMA
14  WISH ME MELL	15  AHIRUNOPEKKLE	16  KIRIMICHAN.	17  MY SWEET PIANO	18  SHOW BY ROCK!!	19  COROCOROKURIRIN	20  yoshikitty	21  Marumofubiyori	22  U-SA-HA-NA	23  GAOPOWERROO	24  kabukinyantaro	25  MARRONCREAM	26  MINNANOTABO
27  LLROMANNIC	28  Dear Daniel	29  Charmykitty	30  HELLO MIMMY	31  JEWELPET	32  SUGARBUNNIES	33  Maimaimaigoen	34  nya~ni~nya~nya~nya	35  GOROPIKADON	36  Aggrtsuko	37  OSARUNOMONKICHI	38  BOMBONRIBBON	39  LittleForestFellow
40  PATTY&JIMMY	41  CHEERY CHUMS	42  Pokkyokuten	43  Tiny Chum	44  Hagurumanstyle	45  Mewkledreamy	46  PataPataPeppy	47  Beatcats	48  Marshmallowmitains FussaFussayanko	49  PAUPIPO	50  ZASHIKIBUTA	51  Adorozatorumary	52  Umeya Zakkaten
53  FRESH PUNCH	54  Rilu Rilu Fairilu	55  Chococat	56  kashiwankomochi	57  PANKUNCHI	58  StrawberryKing	59  NORANEKOLAND	60  Hummingmint	61  ICHIGOMAN	62  Caribadix	63  Pokopon's Diary	64  THE VAUDEVILLE DUO	65  Kusuri no Fukutaro
66  Bosanimal	67  MELLOTUNE	68  Shinkaizoku	69  RURURUGAKUEN	70  TENORIKUMA	71  Winkipinki	72  Puwawa	73  Kumamilen	74  SUGARMINUET	75  THE RUNABOUTS	76  Risuru	77  Seven Silly Dwarfs	78  TINY POEM
79  TARAIGUMA NO LANDRY	80  NYOKKI & PENNE	81  Pannapitta	82  BUTTON NOSE	83  Sportingbears	84  Litt:lelovin	85  BUNNY & MATTY	86  MR. BEAR'S DREAM	87  WE ARE DINOSAURS!	88  PETAPETAMINILIAN	89  BUDDYEDDY	90  HANAMARUOBAKE	



















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Reference

2023 Sanrio Character Ranking Results

Total number of votes cast: 44,487,850 (Record high)
Voting period: Tuesday, April 11, 2023 - Friday, May 26, 2023

2023 Final Ranking Results

	Character Name	Number of votes	Interim#	Initial#	Prev.#
1	Cinnamoroll 	4,376,064	1	1	1
2	Pompompurin 	3,695,478	2	2	2
3	KUROMI 	3,566,050	4	4	3
4	Pochacco 	3,200,540	3	3	4
5	Hello Kitty 	2,496,850	5	6	6
6	My Melody 	2,264,895	6	8	5
7	Hangyodon 	1,839,694	7	7	8
8	Little Twin Stars 	1,518,114	9	-	7
9	Tuxedosam 	1,513,085	8	10	10
10	BAD BADTZ-MARU 	1,457,693	10	-	12
11	Cogimyun 	-	11	9	9
12	Kerokerokeroppi 	-	13	-	11
13	GUDETAMA 	-	16	-	15
14	JOCHUM 	-	12	5	-
15	WISH ME MELL 	-	15	-	13
16	AHIRUNOPEKKLE 	-	14	-	16
17	KIRIMICHAN. 	-	19	-	19
18	MY SWEET PIANO 	-	17	-	18
19	SHOW BY ROCK!!	-	20	-	14
20	COROCOROKURIRIN	-	18	-	20