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When I decided to pack my bags and move to Japan, I was worried I would have to give up playing Magic The Gathering in Japan and worried if I would be able to find a local store for Friday Night Magic. Now, years after moving to Japan, I can only laugh at my previous paper MTG worries. Magic The Gathering is popular in Japan and is the worlds second-largest market for the franchise with Japanese being the most printed card language apart from English. Many of Magic The Gatherings professional Pro Tour players are from Japan and the Asian Grand Prix is held in Japan every year. It wasnt until I got to Japan that I truly began to understand the scale of how popular Magic The Gathering is especially when compared to some European countries. As I began to understand just how deeply rooted Japan is in Magics culture. The popularity of Magic The Gathering is large enough in Japan that it is MTGs second-largest fan base. In fact, it is so popular that the Asian Pro Tour was held in Yokohama in 1998. The game gained so much traction with Japanese fans, that the price of Magics cards began to spike in Japan well before they did in the USA. Cards such as the Dual Lands were selling for approximately x3 the amount in Japan whereas, in the USA, they were priced at just over \$10 per card. [6] Its hard to imagine at this point that dual lands were ever that cheap. However, Magic The Gathering is arguable more popular today than it has ever been in Japan, especially with the release of Magic: The Gathering Arena. [5] If you live in Japan for any amount of time, you will constantly see children, businessmen, and people of all ages playing mobile games. To this very day, its not uncommon for me to walk home from work and still see middle-aged men using their phones to search for encounters on Pokmon Go. Gotta love Japan. So you can imagine with the incredible popularity of both mobile games and Magic The Gathering, that the release of Magic The Gathering Arenas mobile app was a huge hit in Japan. Magic The Gathering Japan went as far as to make, arguably, one of the best Magic video advertisements that we have ever seen. If you still have not seen the Japanese advert for Magic The Gathering Arena, stop what you are doing and click below to watch the video its worth the watch! video has over 1 million views and should give you an idea of Magic The Gatherings popularity in Japan. In fact, due to its popularity and the large player base with the country, Japan has consistently produced some of the games best Pro Tour Magic The Gathering players. In 2016, a Pro Tour Team series was introduced. The team from Japan lead the Pro Tour Series all the way to a first-place finish. The Tokyo based team called Musashi comprised of members[2]: Kentaro YamamotoYuuya WatanabeShota YasookaKen YukuhiroYuuki IchikawaTeruya KakumaeThese platinum Pros boasted at the time a combined: 16 Pro Tour top 8 finishes3 player of the year titles2 hall of fame inductionsOn top of that, each of the teams 6 members has won at least one Grand Prix with Yuuya Watanabe having a staggering 7 Grand Prix wins by himself. Team MusashiThe fan base in Japan is so large that they have actually affected how Magic The Gathering is played over the years. From inspiring the birth of new Magic formats, to certain playing customs that have been adapted by players throughout the world. This isnt something new though, Japanese players have been subtly changing the way Magic players around the world interact with their decks and even how they shuffle their cards. Take this short video that was filmed over 13 years ago of Pro Magic Player Tomoharu Saito shuffling his deck as an example. At Grand Prix San Francisco 2007, the way Tomoharu Saito shuffled his deck was referred to as a unique shuffling style, but does it look familiar to you? Japan, while not mandatory, its customary to lay your sideboard cards face down on the table in between games to ensure that your opponent can see that you have exactly 15 cards in your sideboard. I had seen players do this occasionally at FNM or while watching live tournaments being streamed online, but had no idea this sideboard habit potentially originated from Japan. Only when I started to attend FNM in Japan did I start to see just how common this was here. A Magic habit that had been a part of my game routine well before I am to Japan was drawing my starting hand facedown. At the start of the game; when you are drawing your first 7 cards, you will draw them face down onto the table. This helps to show to your opponent that you have only drawn 7 cards and no more than that to start the game. It also serves the purpose of helping to avoid seeing extra cards that have been picked up by mistake. If this happens at a high competition level, the penalty of seeing an extra card when you werent supposed to can be severe and can sometimes result in disqualification. This Magic The Gathering custom of drawing 7 cards facedown is said to have been popularised by Japanese professional players and after attending Friday Night Magic in Japan, I believe them. Im not sure I have played a game of paper Magic where my Japanese opponent will make you confirm that you have counted their 7 cards before they will even pick them up so if theyre staring at you at the start of the game with their cards facedown, that would be why.Pro Tip: If you dont speak any Japanese, a quick thumbs up or head nod is all you need to do to get the game to have their two biggest game stores collaborate and introduce their spin on a new Magic format calledFrontier[3]. The two stores responsible for the development of Frontier are Haruyaand Big Magic Its secret that the most popular formats of Magic are:but often these formats will take a toll on your wallet[4]. The Frontier format was introduced as a cheaper alternative to playing Magics more expensive Modern format, which uses cards that can be costly to buy. The new format also provided a use for cards that had rotated out of Standard but didnt see play anywhere else. Frontier takes the best of both worlds from Magics Modern and Standard formats and leans a little more towards. You can still find the format being played in Japan, but didnt have enough traction globally due to Wizards of the Coast not promoting and supporting the format. That's not to say though, Wizards of the Coast didnt take notice of the new format of its own that boar many similarities to Japans new format, Pioneer. Its hard to say whether Pioneer was birth from the idea of Frontier or if Wizards of the Coast had been sitting on Pioneer for some time and decided not to support Frontier because they wanted to give players what they had been asking for; new nonrotating formats such as Pioneer and Historic. The Asian Grand Prix is held every year in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are pro tournaments held in Japan due to the overwhelming support from the large player base. Not only are provided by the large player base and the large the Frontier format) has tournaments scheduled every single day from 11 am until 11 pm. These tournaments can cater to over 300 players and run all year round, so if you are ever in the mood to play some competition MTG, you just need to head down to Hareruya Tornemnet center in Tokyo. There isnt a specific format that you need to play to join in; they scheduled various formats for different days of the week, so anybody who loves Standard, Modern, Legacy, Commander, and more can join in the fun. My first purchase from the Hareruya store, TokyoMagic The Gathering is big in Japan. The country contains Magics second-largest market in the world and has produced some of Magic the gathering most talented players ever. The player base is large enough that they attempted to introduce Frontier, a new format to the game. With Pro tournaments being held 7 days a week in Tokyo, the popularity of Magic The Gathering in Japan is massive! The conclusion, without a doubt, is that Magic The Gathering is probably one of the most popular card games in Japan, and I dont see that changing any time soon! References Magic: the Gathering swept the tabletop gaming world by storm when it was created in the early 90s. It took advantage of a slowly growing interest in fantasy that arose from other games, such as Dungeons & Dragons. Rather than invest in lengthy campaigns that could take months to play through, MTG gave players the ability to play in brief and manageable games. But even so, why is MTG so popular? What has made it endure for almost 30 years? Well shed some light on this gaming phenomenon for you. Here are the questions well be answering in this article: What is the Magic: the Gathering? Why is it so popular today? Should you play MTG? Lets take a closer look. What is Magic: the Gathering? Felidar Sovereign Check Price on Amazon >> In a nutshell, Magic: the Gathering? Felidar Sovereign Check Price on Amazon and the most common way to win is by reducing your opponents life total to 0. You can accomplish this through tens of thousands of means, whether its through casting offensive spells or by using huge creatures to attack. Of course, there are many other ways to win. Some cards have what are called win conditions (wincons for short) that allow you to instantly win the game if you meet the condition listed on them. An example of this is Felidar Sovereign, a card that lets you win the game if you have 40 or more life points. Why is MTG so popular today? Knowing what Magic is doesn't completely answer the qualities fans cant get enough of. Someone to the game if you have 40 or more life points. Why is MTG so popular today? Knowing what Magic is doesn't completely answer the qualities fans cant get enough of. of the reasons MTG has an enduring fan base are: MTG Competitions Multiplayer Design Numerous Play Styles and Formats Appealing Storylines and Characters Beautiful Artwork Collectible Cards Long-Term Value Suitability for all Budgets Magic: the Gathering Competitions Competitions Competitions Competitions Competitions Competitions Multiplayer Design Numerous Play Styles and Formats Appealing Storylines and Characters Beautiful Artwork Collectible Cards Long-Term Value Suitability for all Budgets Magic: the Gathering Competitions Com Tournaments are hosted constantly, with the prizes varying widely from money to rare cards. In fact, there are some professional players who can make a living through winning these competitions. You can take a look at some of the top-earning Magic players overall on the official site here. Naturally, not everyone is going to be a skilled enough player earn this kind of cash. However, tournaments are also often held in smaller communities, where talented players can show off their know-how to their friends. Competition often makes people work harder to get better, and nowhere is that more true than in the MTG community. Multiplayer Design Looking for a way to make more friends with geeky pursuits? Magic is a great way to accomplish this. Because its designed to be played with two or more people, you can meet a lot of other players at local game shops to play against. Alternatively, you can meet a lot of other players at local game shops to play against. Alternatively, you can meet a lot of other players at local game shops to play against. complex combo. The bottom line is, Magic is a game that forces people to come together. Consequently, its great for forging or strengthening friendships. Numerous Play Styles and Formats Games that can only be played one specific way get boring pretty fast. You wont have that problem with Magic: the Gathering at all. There are tons of different formats, from Modern, 60-card, to the highly popular Commander. If you dont enjoy one kind of game, its pretty likely theres another format that you would. This variety also means that players of any skill level or play style can fit right in. Beginners who are unfamiliar with the game can viably use basic aggressive strategies, like big creatures. At the same time, seasoned Magic veterans can experiment with wacky or obscure combinations and card interactions. You can think of Magic as art, in a way. If your cards are paint, then your deck is a canvas and you can truly make it into anything. Appealing Storylines and Characters Theres nothing quite as unifying as good stories, and thats something MTG has in spades. When it was first released, Magic: the Gathering published books in addition to its cards. These books were well-written expeditions into the lives of the characters appearing most often in the cards artwork. To this day, every single set that comes out has some kind of continuing storyline. This story, like any good tale, is full of titular characters, comedy, tragedy, and overall drama. Even if you know nothing about the lore behind the cards, you can get a brief glimpse of it in the flavor text on them. Most cards include a quote or blurb at the bottom that gives you a little insight into the world of Magic. Beautiful Artwork Full-Art Swamp Every single card, no matter how inconsequential, has an original piece of artwork on it. This artwork is almost always exquisite. And because there are so many various pieces of art to go with them. Many find themselves drawn to the art, and specifically seek out cards with memorable pictures. An example of this is full-art lands. Most lands cards, which are used to give you mana for spells, have a symbol on them that covers part of the artwork. Full-art lands minimize the symbol and text so you can see the full piece. In fact, some players have favorite Magic: the Gathering artists. Cards that are particularly well-known for their art also tend to fetch a higher price. Collectible Cards Predictably, made is nearly impossible, but that still doesnt stop quite a few players from trying. Long-Term Value Like many other collectible things, MTG cards frequently have a surprising long-term value. There are more than a few players who specifically gather valuable cards and hold onto them while their price slowly increases. Some look at Magic: the Gathering as a sort of stock market, and watch the costs of cards rise and fall, choosing consistently pricy ones for their own collections. If you were to do some in-depth research on MTG, youd come across dozens of websites designed to analyze the value of individual cards. This is just a small part of what makes the game so exciting. Its thrilling to spend a few dollars on a booster pack with the possibility of finding a card worth ten times more inside. Suitable for a Variety of Budgets One of the things you might have heard about MTG is that its an extremely expensive game. While this can certainly be the case at higher levels of play, it doesn't have to be the case for you or your friends. Cards come in all kinds of colors, abilities, and prices. If you see a deck or theme that interests you, its pretty easy to go online and find a budget version of that deck somewhere. Magic players are all about sharing their knowledge, and its more than possible to make strong and economical decks. There are even inexpensive bundles online for beginners, or pre-built decks you can buy. You dont need to spend hundreds to get into the game a chance. As with most things, there isnt one answer that applies to everyone. To better answer your question, think about your own interests. Are you looking for a game that incorporates a high amount of strategy? Do you want a game that you and your friends can play countless times with different outcomes? Are you interested in fantasy settings, where magic, elves, dragons, and monsters are an everyday occurrence? If you answered yes to any of those questions, then MTG is definitely worth your consideration. Additionally, if youd like to buy some cards and dont know where to begin, you can check out our guide to the best booster boxes for your money here. Secret Lair is here to celebrate everything we love about Magic (plus some epic collaborations)! You'll find cards with fun and funky art, new artists, and styles you never saw coming. But act fast! Each drop is only available for a limited time. Miss a drop, and it's gone! Start playing for free! MTG Arena is a digital collectible card game available on desktop and mobile. Get 3 free digital card packs sent to your in-game inbox when you login! Bring the strategy. Bring the action. MTG Arena brings the legendary strategy card game to PC, Mac, Android, and iOS. Magic is about community. Gather and play your way whether at your local game store, at home with friends, or online with SpellTable. Experience the original digital platform for fans of Legacy, Modern, and other classic Magic formats. Available on PC! Follow the Magic Pro League, compete in digital and tabletop tournaments! April 11, 2025 Return to one of Magics most iconic planes for an epic battle between dragons and clans. Tarkir is now bigger and bolder than ever, filled with cinematic action, dynamic clan gameplay, and powerful new dragons that add lasting firepower to your collection. February 14, 2025 Buckle up! It's time to get behind the wheel in Aetherdrift, a multiversal race filled with adrenaline-fueled Magic gameplay across three worlds. January 24, 2025 Dig up reprints from across Innistrads history and iconic characters. You might even uncover a coveted Edgar Markov (the first vampire of Innistrad) card Time to rediscover everything you love to fear! November 15, 2024 Your favorite Legends and Planeswalkers are here with quintessential magic from across the Multiverse. This set was made for past, present, and future Magic players. Time to share your spark! September 27, 2024 Dare to enter Duskmourn. This plane-enveloping House sets the scene for fears to come to life. It's your skin in the game! As a life-long, competitive Magic: The Gathering player and content creator focused on gaming, I can definitively say the iconic trading card game is as culturally relevant and widely-played in 2025 as ever before in its nearly 30 year history. The facts back it up too in 2022 Hasbro reported alltime high annual profits for Magic of over \$1 billion. That represents a 7% year-over-year increase, showing no signs of slowing even after three decades. Beyond profits, Magic conventions and tournaments set new attendance records in 2022. The recent 30th Anniversary Las Vegas event drew over 5,000 passionate players an increase of 12% over already well-attended 2021 conventions as pandemic restrictions eased globally. Quantifying Magics Staying PowerThe sheer number of people actively playing Magic, whether kitchen table or competitive, remains staggering year after year. Accurate player counts are hard to tally, but third-party trackers estimate over 6 million monthly active Arena users alone. Factoring paper Magic and informal play would push global player bases into the tens of millions. Review the tracker below for a snapshot of Magic Arenas booming growth lately: Hasbros own reporting showed record sales of starter decks in 2022, indicating strong new player acquisition and retention. Given my industry expertise around gaming content and trends, I predict these positive trajectory in all metrics to continue rising based on several key factors: Magic feeling fresh and exciting for existing fans while also attracting newcomers. Adding beloved, External IP like Dungeons & Dragons and Lord of the Rings brings major existing fanbases into the fold. Meanwhile, renewed investment into esports and high-profile streaming sponsorships maintains relevance with younger audiences on todays platforms. I point followers to the 2022 Numbers to see just how impactful things like the competitive Magic Pro League (MPL) and branded streams have become for acquisition: Esports Viewership Hours in 2022: 14.2 million Sponsored Stream Views in 2022: 189 million Total Reach From Above: 850 reshaping itself beyond just a tabletop game. Wizards understands the modern market. Addressing Concerns Over Accessibility Speaking personally as a longtime player, however, 2022 brought some growing pains. The rapid influx of new sets and products risks leaving players feeling overwhelmed tracking rotations. Reprint policies also rightfully upset collectors who dedicated time, money, and passion collecting rare staples now dropped in value. Accessibility barriers persist for newcomers facing 10,000+ cards. Trust me though when I say myself and many others in the industry feel Wizards leadership hears these concerns. Early 2023 changes like one unified competitive format, rebalanced standard rotations, and transparent reprint guidelines show responsiveness. I remain cautiously optimistic that through community feedback and education efforts, Magic can keep its soul while continuing unprecedented growth into the future. Predicting Magics Future in pop CultureGiven the analytics & societal trends covered already, I foresee Magic solidifying itself as an iconic hobby and mainstay in entertainment over the next decade. Continued partnerships like the rumored Marvel IP deal make serious inroads introducing TCGs to wider audiences. Drive to flesh out lore & storylines through shows like the upcoming Netflix animated series boost brand recognition progressively with non-gamers. For invested players, further integration of digital ownership via NFTs enables playing card value restoring revenue hooks beyond physical tabletop experiences. Tools that uphold financial stakes maintain engagement among the highly devoted community. And as mentioned regarding 2022s updates, I trust Magic steward Wizards of the Coast to strike the delicate balance between innovation and preservation. That above all will ensure this game continues delighting fans both old and new for years yet to come. So there you have it friends by any metric, Magic: The Gathering thrives in popularity and relevance even after 30 extraordinary years. What keeps you playing after all this time? Let me know in the comments! Since making its debut in 1993, the Magic: The Gathering trading card game (TCG) has spread across the world. According to the publishers Wizards of the Coast, Inc (USA) a subsidiary of Hasbro the game is now played globally by an estimated 20 million-plus players. Since the original, Magic: The Gathering games have been translated into 10+ languages. Share copy and redistribute the material in any medium or format for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the license as the original. No additional restrictions You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license permits. You do not have to comply with the license permits are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Skip to main content Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies, Reddit may still use certain cookies. our Privacy Policy. Written by Jenny Ho and Michael AdamsonThe realm of trading card games (TCGs) is often considered a niche hobby, but theres an undeniably committed group of fans behind it. Throughout the history of TCGs, several big names such as Pokmon and Yu-Gi-Oh! have dominated the industry, and Magic: The Gathering (MTG) ranks amongst them. Launched in 1993, MTG is an innovative fantasy game owned by Wizards Of The Coast. Its creator was Richard Garfield, a mathematician and game designer inspired by the tabletop role-playing game Dungeons & Dragons (D&D), which sees players crafting their own stories. After being distributed to the market, MTG found an immediate audience, its stock said to be a years supply needing to be reprinted with speed. This passion remains present after nearly 30 years, and constant evolution ensures that new fans are being drawn towards this world of the fantastical. For decades, weve witnessed the world-wide growth of the MTG franchise, but which country do you think plays the most and least? To uncover the statistics, we looked at regional and worldwide Google Trends data, focusing on the term Magic: The Gathering. This provided the necessary information so that we could compile a ranked list of countries whose residents show the most interest in the game. In this study, the United States takes the top spot on the list of countries addicted to MTG, surpassing the other 44 locales analysed. This comes as no surprise, as the US also boasts the highest search volume for multiple franchises with similar audiences, including Star Trek, Star Wars, and D&D. Canada secures the second-place spot, followed by Japan in third. Again, this list offers few surprises, with both countries known for their obsession with pop culture. Showing the least interest in MTG is Malaysia, which steals the top spot on this follow-up list. The more eagle-eyed ones of you will notice that these ten countries are situated in the East, showing a marked disparity between geographical location. For more fantasy content, shop our wide range of Magic: The Gathering merchandise. Back in 1993, Richard Garfield invented the idea of the Coast. This is the game went by the name Magic the Gathering and was released by Wizards of the Coast. This is the game went by the name Magic the Gathering and was released by Wizards of the Coast. This is the game went by the name Magic the Gathering and was released by Wizards of the Coast. This is the game went by the name Magic the Gathering and was released by Wizards of the Coast. 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The coast is the coast of the coast of the coast is the coast of the coast 30-years from the release date now, it is still an immensely popular game to this day. Magic the Gathering has been released in over 70 different countries, in a multitude of languages. Each and every year, multiple sets are being released in over 70 different countries, in a multitude of languages. isnt popular, its because they probably arent active in any communities. Every major town and city will likely have a huge community dedicated to the game. Absolutely not! In fact, it is going through somewhat of a resurgence, and a lot of this is thanks to the release of Magic the Gathering: Arena, a new way for people to jump into the game. Like most trading card games, Magic the Gathering goes through peaks and troughs. There are some expansions that are so universally hated like Homelands or Fallen Empires that are so woeful that they drive people away from the game for a short while, but these people always come back or at least get replaced by new people in the hobby. In recent years, Wizards of the Coast have found that some people are finding it a bit tricky to enter the hobby, so they have released Various products to make it easier. For example, not too long ago, they released Various products to make it easier. For example, and Commander Decks for an easy route into playing Commander. This has helped bring people into the main way many people play the game. Nearly every single trading card game store that sells these cards will run an event every Friday where people meet up and play the game for prizes. More often than not, these events are packed to the brim. Outside of this, people will be playing the game that is certainly proving its worth. it isnt dying. Far from it. It remains the most popular trading card game right now. At the last count, at least 35-million people have gotten into Magic The Gathering over its 30-year lifespan which, of course, makes it the most popular trading card game in the world. That is talking about people that play paper magic. Magic The Gathering also has: MTG Online Various Magic the Gathering video gamesMagic Arena MTG Online, we wouldnt be surprised if this added a couple of hundred thousand people, or perhaps a million, onto the playing figures of MTG, although it is likely that many of those people will play the paper game too. The various Magic the Gathering video games (they were released extensively on Xbox Live Arcade for a while) would have been a fan of the paper game anyway. The major one here is Magic The Gathering: Arena. It is the fanciest game they have ever released, and it has been designed for those that were playing a lot of Hearthstone, but wanted to jump into a flashy version of one of the greatest card games in history. At last count, over 3-million people were active in the game. That was before the current pandemic we find ourselves in the midst of, so with Friday Night Magic not running in many countries around the world, it is likely that this figure could have doubled. Honestly, it is safe to say that there are between 10-20 million active players for MTG in the world right now. This is a game that is incredibly popular, and it is going to remain popular for along time to come. Click here to check out the current price and availability of Magic the Gathering: Arena. This is the digital version of the game. It will teach you the rules and allow you to work out whether you like the game or not. If you do, then head to a few Friday Night Magic drafts where you can start to build up your collection. Drafts are where people will crack open booster packs and form a 40-card deck to compete against one another. You will not win the first few times, but you will learn some valuable skills. After this, pick up a Challenger deck and use your deckbuilding knowledge to expand it. You can then enter some standard matches (these are games that use cards from recent sets) After this, look into the various formats of the game you like. Wizards of the Coast have a good number of them, so it shouldnt be too tricky to find a format that gels with you. You can then build up a deck around that expansion. This is something that we are in two minds about. On one hand, Magic the Gathering cards have been a good investment for some people. Card values can go up guite drastically, and often it is guite unpredictable when the value of the card will go up. For example, some cards have been worth a few cents, and then some major player managed to work them into a pauper or modern deck, and the value shoots up a lot. Sometimes as much as \$100 per card. The tricky part is investing in the cards that maygo up in value e.g. shock lands, and thus they will always make a good investment. The rest? It is pretty much guesswork. The thing is that most of the cards that do look investable are already going to be so high in value that it can be tricky to get into the market. For example, are you willing to spend \$100 on a single card and have it sit in your inventory not doing much for years? Well, then the investment may be right for you! In other cases, you could invest in booster boxes where these major cardsmayappear and not crack the booster box. However, you will generate any sort of return on it. One thing that you have to remember is that almost every card can be reprinted in Magic the Gathering. If a card is reprinted, then the value falls drastically. The only cards that the value of those in the Reserve List. Cards that Wizards of the Coast have pledged never to reprint, which means that the value falls drastically. The only cards that with the value falls drastically. The only cards that with the value falls drastically. The only cards that with the value falls drastically. The only cards that with the value falls drastically. The only cards that the value falls drastically. The only cards that with the value falls drastically. The only cards that with the value falls drastically. The only cards that with the value falls drastically. The only cards that the value falls drastically are those in the Reserve List. way to buy into the market. Of course, when it comes to MTG, this is one very specific way to invest in cards but, a lot of the time, you will need to hope that you get lucky when cracking the packs. You could make a loss on a box, or you could make \$100. You never really know! In our opinion, invest if you want. There is money to be made, but please make sure that you understand the market fully before you dedicate thousands of dollars to the hobby. There are far fewer risky investments out there than Magic the Gathering! Magic the Gathering despite being over 30years-old is more popular than ever. It has paved the path for many of the most recent popular trading card game to get into, then make it this one. No matter where you live, we are positive you will find a game in your local area. If you dont, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. No matter where you live, we are positive you will find a game in your local area. If you dont, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. No matter where you live, we are positive you will find a game to get into, then make it this one. Arena if you really want to hone your skills. This is a game that we are confident in saying will be around for decades to come. Some of the cards can make a solid investment too! Between Secret Lair drops, promos, Universes Beyond releases, and most notably, the Portal expansion that took place during the semi-fictionalized Three Kingdoms era of Chinese history, Magic: the Gathering has visited our real world on many occasions. But whats the most-represented modern-day country in the game of Magic? With the advent of Universes Beyond, this question is much too big to answer: even Scryfall tagger is unclear about the country of origin of hundreds of cards from expansions that clearly take place on our third rock from the sun. To navigate this question, the team here at Cardboard by the Numbers did what we tend to do in these situations: we decided to use basic lands as a proxy. Here are our results! The Most-Represented Real-World Countries in Magic: the Gathering, via Cardboard by the Numbers As you can see from the infographic above, the clear winner is China, in no small part thanks to the 1999 expansion Portal Three Kingdoms, which took place entirely in a semi-fictionalized China from more than 2,000 years ago. The third and final Portal set, Three Kingdoms was an attempt to bring Chinese card game aficionados to Magic with the simplified version of the game that Portal provided. While this didnt work as intended, the gorgeous basic lands we received instead certainly were a boon to the game. An additional note on China the first Portal expansion also had a series of 20 Chinese-language-only basic lands. These lands are very likely intended to be set in China as well, due both to their aesthetics and also the fact that the swamps were all reprinted into Three Kingdoms. However, because it could not be verified that these are specifically set in China, theyve been left off this infographic. Japan is a strong behind, owing half of its lineup to The Tokyo Lands Secret Lair drop with full-art beauties from Rosemary Valero-OConnell, Andy Williams, Mr. Misang, Yuumei, and Nicole Gustafsson & Marija Tiurina. Japan was also the most-represented country in the APAC lands promo packs of the late 90s, owing in no small part to hopes from WotC in wooing the large population of TCG players in the country. The United Kingdom is the last real-world country to receive a significant number of basic lands, mostly from the APAC land follow-up program, Euro lands. Beyond the White cliffs of Dover and Dracula sculling around the streets of London, the recent Doctor Who expansion delivered three new UK-specific basics, each proudly displaying a T.A.R.D.I.S. in iconic locations: Bad Wolf Bay (Southerndown Beach in Wales), the sunny fields of Scotland from The Eaters of Light, and Sherwood Forest from Robot of Sherwood. Thanks so much for reading. We have basic land coverage on the regular as well as newMagic: the Gatheringinfographics and analysis every week, so if youve enjoyed this article, sign up for our newsletterand be sure to follow us on Facebook, Instagram, Twitter, and Threads!! Miles Athertonisthe editor-in-chief of Cardboard by the Numbers and has been playing Magicsince 2006. Since studying Agricultural Economics at UC Davis, hes built a career as an award-winning marketing executive in the entertainment industry with a love of data journalism. Hes also written for Anime Buscience and Crunchyroll News, serving as Executive Editor of the latter from 2016 to 2021. Share copy and redistribute the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the license rendorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation No warranties are given. 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