

Global Animation Market Overview And Statistics For 2024-2033

The Business Research Company's Animation Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LANDON, GREATER LONDON, UK,
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The [animation market](#) has experienced robust growth in recent years, expanding from \$355.83 billion in 2023

to \$379.83 billion in 2024 at a compound annual growth rate (CAGR) of 6.9%. The growth in the historic period can be attributed to increased preference for visual storytelling, increased use in film and television productions, increased use in video games, increased use in advertising and marketing campaigns, and increased use in education and training.



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Strong Future Growth Anticipated

The animation market is projected to continue its strong growth, reaching \$499.57 billion in 2028 at a compound annual growth rate (CAGR) of 7.0%. The growth in the forecast period can be attributed to the escalating demand for animated content, the growing popularity of streaming services, the growing gaming industry, the growing

demand for stop-motion animation, growing demand for 3D animation.

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Growth Driver Of The Animation Market

Rising demand for media and entertainment is expected to propel the growth of the animation market going forward. Media and entertainment refers to a broad industry encompassing various forms of content creation, distribution, and consumption aimed at informing, entertaining, and engaging audiences. The demand for media and entertainment has been on a significant rise, driven by several key factors such as shifts in consumer behavior, content

diversity, social media influence, and innovative content delivery. Animation significantly enhances the media and entertainment industry by offering creative solutions, engaging audiences, and pushing the boundaries of storytelling and visual expression.

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Major Players And Market Trends

Key players in the animation market include Sony Corporation, NVIDIA Corporation, Adobe Systems Inc., Autodesk Inc., Trimble Inc., DreamWorks Animation LLC, Walt Disney Animation Studios.

Major companies operating in the animation market are developing text-to-3D animation using generative artificial intelligence (AI) technology to streamline the creative process. Generative AI enables the creation of personalized animations tailored to individual preferences by making animation creation faster, more accessible, and cost-effective, while also expanding the creative possibilities for animators and storytellers.

Segments:

- 1) By Offering: Software, Services
- 2) By Type: Two Dimensional (2D) Animation, Motion Graphics, Three Dimensional (3D) Animation, Stop Motion, Other Types
- 3) By Revenue Stream: Over-The-Top (OTT), Advertising, Sale Of Tickets, Other Revenue Streams
- 4) By Deployment: On-Premise, On-Demand
- 5) By Application: Media And Entertainment, Automotive, Online Education, Other Applications

Geographical Insights: North America Leading The Market

North America was the largest region in the animation market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the animation market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

Animation Market Definition

Animation is a technique used to create the illusion of movement by displaying a sequence of images, each slightly different from the previous one, in rapid succession. This technique involves photographing successive drawings, models, or puppets to create the illusion of movement.

Animation Global Market Report 2024 from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.

- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Animation Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [animation market size](#), animation market drivers and trends, animation market major players, animation competitors' revenues, animation market positioning, and animation market growth across geographies. The animation market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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