

Generative AI in Animation Market Set to Reach USD 23.60 Billion by 2032, Growing at a CAGR of 39.3%

The increased demand for realistic animation from the entertainment sector is having a significant impact on the expansion of the market.

NEW YORK CITY, NY, UNITED STATES, September 17, 2024 /EINPresswire.com/ -- An in-depth



Generative AI animation is being widely used to develop creative and visually appealing gaming content across various end-use sectors such as advertising, gaming, television, and movie production."

Polaris Market Research

examination of the market trends, developments, top segments, competition, and leading regions has been provided in our comprehensive research report.

The [generative AI in animation market](#) size was valued at USD 1.32 billion in 2023, according to the latest study by Polaris Market Research. With an estimated CAGR of 39.3% from 2024 to 2032, the market is projected to reach USD 23.60 billion by 2032.

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Generative AI, or generative artificial intelligence, is a type of artificial intelligence (AI) capable of creating new content, such as images, text, music, audio, and video. It can be trained to learn various data types and subjects, including human language, programming languages, art, chemistry, and biology. Generative AI in animation refers to the use of AI technologies for creating, modifying or enhancing animations. In animation, the AI type can be used to create lifelike characters having detailed facial expressions and body movements.

AI can assist in improving existing animations by identifying inconsistencies in character movements or lighting. Also, it can help create interactive animations that can respond to user inputs. Furthermore, generative AI in animation can be used to automate repetitive tasks and improve the overall efficiency and creativity of animation production. With the expansion of AI-powered tools and software, the generative AI in animation market demand is anticipated to

Generative AI Market Growth Drivers?

- **Increased demand for content creation:** The increased demand for content creation, especially on online and digital platforms, is the primary factor fueling the generative AI in animation market demand. With generative AI, content creators can develop engaging content in effective and scalable ways.
- **Rising advancements in animation processes:** Rising advancements in animation processes allow for the development of realistic expressions and movements using existing input data. Along with streamlining production timelines, generative AI in animation allows creators to explore more imaginative storylines.
- **AI-powered tools and software:** AI-powered tools and software leverage complex algorithms to enhance the efficiency and creativity in animation production. The expansion of these tools is impacting the market sales favorably.

Regional Market Expansion?

- **North America:** North America dominated the generative AI in animation market share in 2023. The region's robust growth is largely due to its vast presence of well-established animation studios and tech firms. These entities are at the forefront of developing and incorporating AI technologies into their offerings to meet diverse consumer demands.
- **Asia Pacific:** Asia Pacific is anticipated to register a significant CAGR from 2024 to 2032. This is primarily attributed to the rapid adoption of generative AI in animation to meet the increasing demand for high-quality animation. Besides, the advent of digital platforms and streaming services is having a favorable impact on the regional market expansion.

For more information, visit our website:

<https://www.polarismarketresearch.com/industry-analysis/generative-ai-in-animation-market/inquire-before-buying>

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- Advertising
- Gaming
- Movie Production
- Television
- Others

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The global [generative AI in animation industry](#) size is expected to reach USD 23.60 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 39.3% during the forecast period (2024 - 2032).

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Likhil G
Polaris Market Research and Consulting
+1 929-297-9727
sales@polarismarketresearch.com

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