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3D Animation Market Analysis, Current Developments, Strategies To Boost Industry Growth 2032

Increase in use of visual effects in movies, surge in demand for high quality content by consumers

WILMINGTON, NEW CASTLE, DE, UNITED STATES, January 3, 2025 /EINPresswire.com/ -- The global 3D एनिमेशन बाजार size was valued at $19.5 billion in 2022, and is projected to reach $72.8 billion by 2032, growing at a CAGR of 14.2% from 2023 to 2032. Surge in use of visual effects in movies and rise in demand for high-quality content by consumers drive the growth of the market. In addition, adoption of cloud-based animation propels the growth of the 3D Animation Market. However, the presence of free and open-source animation software and lack of capital investment, government support, and high privacy risk hamper the growth of the 3D animation market. Furthermore, integration of virtual reality (VR) technology for visual effects is expected to provide major opportunities for the growth of the 3D animation market during the forecast period.

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The process of 3D animation involves moving characters and objects in a 3D environment to provide the appearance of motion. The things are created using 3D models that have been integrated into a digital setting using 3D modeling software. As an alternative, actual objects can be scanned into a computer or an animation tablet to create the blueprints for 3D animated objects. Furthermore, various trends are occurring in the 3D animation industry such as real-time rendering technologies have significantly improved, allowing animators to create high-quality visuals in real-time. This is especially important in the gaming industry, where real-time rendering enhances player experiences and enables more interactive gameplay. VR and AR technologies continue to shape the 3D animation industry.

On the basis of technology, 3D modelling holds the largest market share of the 3D animation market in the year 2022. This is attributed to the emerging augmented reality (AR) and virtual reality (VR) technologies and increasing demand for special effects in movies, OTT series, YouTube platforms, and video games and to the large presence of key players and technologically advanced capabilities.

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Furthermore, the major market players adopted various product launch strategies to increase the competition and offer enhanced services to their customers. For instance, in November 2021, The Foundry Visionmongers applied a product launch strategy and launched Nuke 13.1 solution with a focus on streamlining artist workflows. The most recent version of the Nuke 13 series is 13.1 beta. This new tool offers workflow enhancements and experience enhancements that will enhance artist productivity and accelerate creative processes for individuals and groups. In addition, in August 2022, NVIDIA Corporation launched a new range of tools and features for their Omniverse platform for building and connecting metaverse worlds based on universal scene description (USD).

By industry vertical, the media and entertainment segment held the largest market share in 2022 accounting for nearly two-fifths of share of the global 3D animation market revenue and is estimated to maintain its leadership status throughout the forecast period. This is attributed to the large use of 3D visual techniques in the media and entertainment segment to improve the customer experience. However, the healthcare market is expected to portray the largest CAGR of 16.0% from 2022 to 2032 and is projected to maintain its lead position during the forecast period. This is owing to increasing demand for advanced 3D representation of human body to execute more efficient surgeries in the healthcare segment.

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Based on region, North America held the largest market share in 2022 accounting for more than one-third of share of the global 3D animation market revenue and is estimated to maintain its leadership status throughout the forecast period, owing to the increasing demand and use of 3D animation technology in movies and the gaming industry to provide seamless and thrilling experiences to users and audiences. However, the Asia-Pacific region is expected to witness the fastest CAGR of 17.4% from 2022 to 2032, and is likely to dominate the market during the forecast period, owing to large volume of movies made in the region.

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By technology, the 3D modelling segment held the largest market share in 2022 accounting for one-third of share of the global 3D animation market revenue and is estimated to maintain its leadership status throughout the forecast period. This is attributed to the large presence of key players and technologically advanced capabilities. However, the visual effects segment is expected to attain the largest CAGR of 16.6% from 2022 to 2032 and is projected to maintain its lead position during the forecast period, owing to large demand among the audience and users for special visual effects seamless experience.

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