

Post Production Market to Hit \$46.5 Billion by 2031 | Key Drivers & Trends

The rising popularity of films/TV and major VFX investments, like 3D/4D, are expected to drive post-production market growth by 2031.

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Post-production is the phase of shooting or video production that takes place after the initial recording or filming. All the steps that follow the raw footage's capture, such as editing, sound creation, visual effects, color correction, and final mastering, are included in the process. Putting the raw video together into a final product that is prepared for distribution or broadcast is the aim of post-production.

According to the report, the global post-production market generated \$22,000 million in 2021, and is anticipated to generate \$46.5 billion by 2031, witnessing a CAGR of 8.5% from 2022 to 2031.

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The rising production of films and televisions shows, high growth in streaming media, and the growing trend of OTT platforms are some of the primary factors predicted to boost the growth of the global [post production market](#) during the forecast period. The expansion of digital marketing and constant advancements in digital technology are projected to create massive growth opportunities for the post production market by 2031. However, the high costs associated with the post-production technology and equipment may impede the post production market growth in the coming years.

The demand for post-production services like subtitling, dubbing, and voice-overs is rising as content localization becomes essential. The entertainment industry's growing reliance on digital technology has transformed the production, distribution, and consumption of films and TV



shows, creating new opportunities for post-production companies. Additionally, globalization has intensified competition among production houses, increasing the focus on post-production quality.

However, rapid technological advancements have driven the need for continuous investments in cutting-edge hardware and software, posing challenges for companies, particularly smaller firms with limited resources. This factor is expected to hinder market growth during the forecast period.

Meanwhile, the rising popularity of online video content and social media has fueled the demand for color grading across industries like advertising, marketing, and corporate communications. Visual effects (VFX) have become indispensable to the media and entertainment industry, with nearly 90% of films, videos, and TV shows incorporating them. Innovations in VFX, driven by AI, machine learning, graphic design, modeling, animation, and other tools, are vital to enhancing a film's storyline and appeal. The ongoing digitalization and evolving technologies present significant growth opportunities for VFX in the post-production market, boosting industry growth in the coming years.

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Covid-19 Scenario:

1. The outbreak of COVID-19 has had a mixed impact on the post-production market. Many film and television productions were either delayed or cancelled entirely as the pandemic prompted people to stay at home and avoid public gatherings. Consequently, the need for post-production services has been impacted.
2. The shift to remote work was the pandemic's biggest effect on the post-production market. Remote work has become the standard for many in the post-production sector because many of them are unable to work on-site. For post-production companies, this posed both difficulties and chances.
3. The availability of raw materials and other supplies required for post-production work has also been impacted by the pandemic. There was a lack of fresh material for post-production businesses to work on as a result of numerous productions being postponed or cancelled. This affected the global post-production market growth during the COVID-19 chaos.

Based on technique, the VFX sub-segment held the highest market share in 2021 and is estimated to show the fastest growth during the forecast period. The significant growth of the post production market's sub-segment is mainly due to the rising demand for high-quality content along with the growing popularity of streaming services, such as Netflix, Amazon Prime Video, and others. Besides, the VFX technique is penetrating at an impeccable growth rate owing

to the big budget & successful films.

Based on application, the television sub-segment of the post production market accounted for the largest share in 2021 and is projected to maintain its leading position during the forecast period. The surging growth of this sub-segment is majorly owing to the exponential advances in technology trends mainly Netflix, Amazon Prime, Hulu, and other digital channels or streaming services have acted as massive disruptive forces within the media and television industries. In addition, smart TVs and virtual reality are changing the way consumers interact with content which is further a significant factor responsible for the sub-segment's growth.

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Based on region, North America held the highest market share in terms of revenue in 2021 and is likely to dominate in the global post production market during the forecast period. With the rise of streaming platforms and the need for high-quality content, the demand for post-production services has increased in the region. Additionally, the advertising industry in the North America region is vast and growing, and it is increasingly focusing on providing aesthetically interesting and engaging content. Moreover, the rising media & entertainment, telecom, and education sectors in countries like Canada and the US is expected to boost the regional market growth during the forecast period.

Rising demand for technological advancements including computer graphics, digital editing, and visual effects to have a significant impact on the post-production sector. These innovations have raised the end product's quality and simplified the process of creating excellent content. The need for post-production services has significantly increased owing to the development of streaming platforms and the increase in the consumption of digital material. These factors are contributing to the post production market growth in the upcoming years.

Leading Market Players: -

Amazon.com Inc.
Animal Logic Pty Ltd.
AT and T Inc.,
Comcast Corp.,
Deluxe Entertainment Services Group Inc.
ErosSTX Global Corp.
Framestore Ltd.
Lantern Entertainment
Lions Gate Entertainment Corp.
Adobe
Netflix Inc.

The report provides a detailed analysis of these key players in the global post production market. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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