

# **VFX Software Market by Component (Software and Service), Deployment (On-premise and Cloud), and Application (Movies, Advertising, Television, and Gaming): Global Opportunity Analysis and Industry Forecast, 2019-2026**

<https://marketpublishers.com/r/V0E6161CBD2EEN.html>

Date: September 2019

Pages: 208

Price: US\$ 5,370.00 (Single User License)

ID: V0E6161CBD2EEN

## **Abstracts**

VFX software is also known as visual effects software. The demand for visual effects software is expected to increase during the forecast period as the animation and special effects are increasingly becoming popular in films, gaming and other areas. Visual effects enable the shooting of situations which is otherwise impossible or very costly. For instance, the airplane crash scene in movies can be easily shot using visual effects rather than spending huge amount on causing an actual crash.

The factors that impact the growth of the global VFX software market include increase in use of visual effects in movies, and rise in demand for high quality content by consumers. Furthermore, rise in adoption of cloud technology for VFX software fuels the growth of the VFX software market. However, presence of free & open-source VFX software hampers the market growth. On the contrary, integration of advanced technologies such as VR & artificial intelligence with VFX software is anticipated to offer lucrative opportunities for the growth of the VFX software market.

The global VFX software market is segmented by component, deployment, application, and region. According to component, the market is bifurcated into software and service. Based on deployment type, it is divided into on-premise and cloud. As per the application, it is classified into movies, advertising, television, and gaming. Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyzes the profiles of key players operating in the market. These include

Adobe, Autodesk Inc., SideFX, Maxon Computer, Sitni Sati, The Foundry Visionmongers Limited, Pixar, Chaos Software, Blackmagic Design Pty. Ltd., and Corel Corporation.

## KEY BENEFITS FOR STAKEHOLDERS

The study presents an in-depth analysis of the market along with the current & future trends to elucidate imminent investment pockets.

Information about the key drivers, restraints, and opportunities and their impact analysis on the market is provided in this study.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the market from 2018 to 2026 is provided to determine the market potential.

## KEY MARKET SEGMENTS

### BY COMPONENT

Software

Service

### BY DEPLOYMENT

On-premise

Cloud

### BY APPLICATION

Movies

Advertising

Television

Gaming

## BY REGION

North America

U.S.

Canada

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

Adobe

Autodesk Inc.

SideFX

Maxon Computer

Sitni Sati

The Foundry Visionmongers Limited

Pixar

Chaos Software

Blackmagic Design Pty. Ltd.

Corel Corporation

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