

Global Digital Artwork Market Size study & Forecast, by Type (Digital Collage, Digital Paintings, Digital Photographs, GIF Art, Generative Art, Others), By Medium (2D, 3D, Video, AR, VR, Others), by Sales Channel (Online, Offline), by End-user (Commercial, Personal, Others), and Regional Analysis, 2023-2030

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Abstracts

Global Digital Artwork Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Digital artwork encompasses creations produced and showcased in digital formats using technological tools. This category spans digital paintings, drawings, illustrations, animations, and various other genres crafted on electronic devices. Market expansion is fueled by increasing mainstream interest in digital art, coupled with advancements in technologies such as AI, ML, AR/VR, and the emergence of NFTs. The market growth is driven by key factors such as increasing popularity of digital platforms, rising adoption of NFTs, growth of online art platforms and communities.

Non-fungible tokens (NFTs) have emerged as a transformative element in the digital artwork market. These distinct digital certificates, backed by blockchain technology, validate ownership of individual digital art pieces. NFTs have revolutionized ownership and monetization in the digital domain, empowering artists to tokenize their creations and engage with a novel economic framework. This innovation heralds a significant change, establishing a clear connection between the value of digital art and its rarity and origin. As per Statista, Between April 2021 and February 2024, the total value of non-fungible token (NFT) sales in the art segment exhibited considerable fluctuations. On April 15, 2021, NFT sales across Ethereum, Ronin, and Flow blockchains for the preceding 30 days amounted to approximately USD 78 million. Subsequently, sales

peaked at nearly \$881 million on September 15, 2021, followed by a gradual decline. As of February 15, 2024, aggregated sales value over a 30-day period stood at around USD 8.5 million. However, lack of proper regulations and standards, and constraints related to traditional art industry acceptance stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Digital Artwork Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa.

North America is anticipated to dominate the digital artwork market throughout the forecast period, capturing over XX% of the market share in 2022. This growth is fueled by the region's abundance of esteemed museums, art galleries, auction houses, and art fairs, as well as a vibrant community of digital artists. Meanwhile, the Asia Pacific market is poised to emerge as the fastest-growing market for digital artwork, with a projected CAGR exceeding XX% during the forecast period. This expansion in Asia Pacific is driven by the burgeoning middle-class population, accompanied by rising disposable incomes and a growing interest in digital art collection.

Major market player included in this report are:

ArtStation

Adobe Inc.

Art.sy Inc

Behance (owned by Adobe)

DeviantArt Inc. (owned by Wix)

Foundation

Mintable

OpenSea

Rarible Inc.

Redbubble

Recent Developments in the Market:

In August 2023, Adidas Studio, also recognized as Three Stripes Studio, announced the global launch of 'Residency by Adidas,' a digital artist residency initiative. This program, initiated by the esteemed streetwear brand, aims to spotlight artists from diverse backgrounds worldwide.

In November 2022, DeviantArt introduced DeviantArt Protect, employing blockchain-based digital signatures to safeguard artists' NFT artworks. This initiative serves to prevent unauthorized use, while also establishing ownership and authenticity. DeviantArt, a community-driven platform, facilitates the publication of original art, collaboration among members, and integration with various social networks to promote artistic content. Operating within the media & entertainment market segments, DeviantArt generates revenue through display advertisements and paid subscriptions.

In Ju

ne 2022, Nifty Gateway collaborated with Warner Bros. Consumer Products to launch official DC-branded NFT collectibles, enabling fans to own authenticated digital DC artwork. Nifty Gateway, a digital art online auction platform specializing in non-fungible tokens (NFTs), focuses on high-quality digital art and curated collections. Through partnerships with renowned artists, the platform regularly offers limited-edition collections. Nifty Gateway provides a custodial option, ensuring the secure storage of digital assets as a trusted third party. Revenue is generated through transaction fees, and the platform has established a partnership with the prestigious auction house Sotheby's.

Global Digital Artwork Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Type, Medium, Sales Channel, End-use, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Digital Collage

Digital Paintings

Digital Photographs

GIF Art

Generative Art

Others

By Medium:

2D

3D

Video

AR

VR

Others

By Sales Channel:

Online

Offline

By End-use:

Commercial

Personal

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

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Rest of Middle East & Africa

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