

Global Marketing Animation Video Production Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Marketing Animation Video Production market size will reach 808.99 Million USD in 2025 and is projected to reach 1,998.35 Million USD by 2032, with a CAGR of 13.79% (2025-2032). Notably, the China Marketing Animation Video Production market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Marketing animation video production refers to the process of creating animated videos specifically for marketing purposes. It involves using animation techniques, such as 2D or 3D animation, motion graphics, and visual effects, to produce engaging and compelling videos that effectively communicate marketing messages, showcase products or services, and engage the target audience. Marketing animation videos can be used across various platforms, including websites, social media, email marketing, presentations, and more, to attract attention, increase brand awareness, educate customers, and drive conversions. The production process typically involves scriptwriting, concept development, storyboarding, character design, animation production, voiceover recording, sound design, and editing. By utilizing animation in marketing videos, businesses can leverage the creative possibilities of animation to deliver their brand story in a visually captivating and memorable manner, ultimately driving engagement and conversion rates.

The major global suppliers of Marketing Animation Video Production include Framestore, Epipheo Studios, Switch Video, The Mill, Digital Domain, Explainify, Demo Duck, Wyzowl, Yum Yum Videos, Moving Picture Company (MPC), One Media Group, Allua Limited, IGW, Thinkmojo, Sandwich Video, Rip Media Group, Grumo Media, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Marketing Animation Video Production. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Marketing Animation Video Production market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Marketing Animation Video Production market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Marketing Animation Video Production industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Marketing Animation Video Production Include:

Framestore

Epipheo Studios

Switch Video

The Mill

Digital Domain

Explanify

Demo Duck

Wyzowl

Yum Yum Videos

Moving Picture Company (MPC)

One Media Group

Allua Limited

IGW

Thinkmojo

Sandwich Video

Rip Media Group

Grumo Media

Marketing Animation Video Production Product Segment Include:

Corporate/Brand Video Production

Product Video Production

Popular Science Education Videos Production

Others

Marketing Animation Video Production Product Application Include:

Retail

Manufacturing

Education

Financial

Medical Insurance

Music Industry

Professional Service

Others

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