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Global Animated Video Market 2025 by Company, Regions, Type and Application, Forecast to 2031

https://marketpublishers.com/r/G1CDA1369876EN.html
Date: March 2025
Pages: 163
Price: US$ 3,480.00 (Single User License)
ID: G1CDA1369876EN

Abstracts

According to our (Global Info Research) latest study, the global Animated Video market size was valued at US$ 478740 million in 2024 and is forecast to a readjusted size of USD 1998930 million by 2031 with a CAGR of 22.9% during review period.

Animated videos are videos created with original designs, drawings, illustrations or computer-generated effects that have been made to move in an eye-catching way using any number of artistic styles. Although they may integrate live action video, they don’t require any live action recording to convey an idea or story.

The rise of digital platforms, social media, and online marketing increased the demand for engaging and shareable content. Animated videos were used by businesses to convey messages, explain concepts, and capture the attention of online audiences. Businesses across industries, from startups to established brands, were using animated videos as part of their marketing and branding strategies. Animated videos can effectively communicate a brand's story, products, and services in a visually appealing and memorable way. Animated explainer videos gained popularity as a means to simplify complex concepts or processes. They were widely used by businesses to introduce products, services, and features to potential customers. Educational institutions, e-learning platforms, and online courses utilized animated videos to make learning more engaging and accessible. These videos were effective in explaining academic concepts and engaging students. Animated videos continued to be a major component of the entertainment industry, including television shows, movies, and online streaming platforms. The demand for high-quality animation content was driven by both children and adult audiences. The healthcare sector began using animated videos to explain medical procedures, treatment options, and health information to patients in a visually clear and understandable manner. Advancements in animation software and

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technology made it easier for creators to produce high-quality animated videos. This led to an increase in the number of individuals and small businesses creating their own animated content. With the rise of platforms like TikTok and Instagram Reels, there was a trend toward shorter animated videos designed to capture viewers' attention quickly. The COVID-19 pandemic further accelerated the use of animated videos, as businesses and creators relied on digital communication to collaborate remotely.

This report is a detailed and comprehensive analysis for global Animated Video market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Animated Video market size and forecasts, in consumption value ($ Million), 2020-2031

Global Animated Video market size and forecasts by region and country, in consumption value ($ Million), 2020-2031

Global Animated Video market size and forecasts, by Type and by Application, in consumption value ($ Million), 2020-2031

Global Animated Video market shares of main players, in revenue ($ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Animated Video

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

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This report profiles key players in the global Animated Video market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Animaker, Apple, Biteable, Demo Duck, Dinos & Teacups, Dot, Epipheo Studios, Explainify, F.Learning, FlipAnim, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Animated Video market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Traditional Animation

3D Animation

Stop Motion Animation

Market segment by Application

Children

Adult

Others

Market segment by players, this report covers

Animaker

Apple

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Biteable

Demo Duck

Dinos & Teacups

Dot

Epipheo Studios

Explainify

F.Learning

FlipAnim

Galera

GoAnimate

Lemonlight

Mana

Mezzolab

Moovly

Motion Story

Powtoon

Renderforest

Studio Ianus

Switch Video

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Thinkmojo

Toonator

Vidico

Yans Media

Yum Yum Videos

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Animated Video product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Animated Video, with revenue, gross margin, and global market share of Animated Video from 2020 to 2025.

Chapter 3, the Animated Video competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with

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revenue and market share for key countries in the world, from 2020 to 2025.and Animated Video market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Animated Video.

Chapter 13, to describe Animated Video research findings and conclusion.

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