

Global Animation, VFX & Game Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GCCFA05B10FDEN.html>

Date: January 2026

Pages: 123

Price: US\$ 4,480.00 (Single User License)

ID: GCCFA05B10FDEN

Abstracts

The global Animation, VFX & Game market size is expected to reach \$ 594700 million by 2032, rising at a market growth of 3.0% CAGR during the forecast period (2026-2032).

Animation is the rapid display of static images in a way that creates the illusion of motion. Nowadays animation is used mostly in motion pictures and videos, plus some computer applications, such as moving icons, and in video games. Like photographic cinema, animated video usually incorporates sound for dialog, musical accompaniment, and other effects. But unlike photographic cinema, it can depict anything that the animation artist can imagine visually, and therefore it is especially useful for telling stories with fantasy elements that would be hard to stage in reality. Animation is also used to create special visual effects within movie productions that otherwise use traditional photographic methods.

China is the largest market with about 26% market share. United States is follower, accounting for about 22% market share.

The key players are Tencent, Sony, Activision Blizzard, Microsoft, Nintendo, Netease, Walt Disney Animation Studios, NBCUniversal, Warner Bros, Framestore, TOEI ANIMATION etc. Top 5 companies occupied about 13% market share.

This report studies the global Animation, VFX & Game demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Animation, VFX & Game, and provides market size (US\$ million) and Year-over-Year (YoY)

growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Animation, VFX & Game that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Animation, VFX & Game total market, 2021-2032, (USD Million)

Global Animation, VFX & Game total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Animation, VFX & Game total market, key domestic companies, and share, (USD Million)

Global Animation, VFX & Game revenue by player, revenue and market share 2021-2026, (USD Million)

Global Animation, VFX & Game total market by Type, CAGR, 2021-2032, (USD Million)

Global Animation, VFX & Game total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Animation, VFX & Game 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 Tencent, Sony, Activision Blizzard, Microsoft, Nintendo, Netease, Walt Disney Animation Studios, NBCUniversal, Warner Bros, Framestore, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Animation, VFX & Game market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Animation, VFX & Game Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Animation, VFX & Game Market, Segmentation by Type:

Animation & VFX

Game & VFX

Global Animation, VFX & Game Market, Segmentation by Application:

Anime

Film

Video Game

Companies Profiled:

Tencent

Sony

Activision Blizzard

Microsoft

Nintendo

Netease

Walt Disney Animation Studios

NBCUniversal

Warner Bros

Framestore

TOEI ANIMATION

Key Questions Answered

1. How big is the global Animation, VFX & Game market?
2. What is the demand of the global Animation, VFX & Game market?
3. What is the year over year growth of the global Animation, VFX & Game market?
4. What is the total value of the global Animation, VFX & Game market?
5. Who are the Major Players in the global Animation, VFX & Game market?
6. What are the growth factors driving the market demand?

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