

Global Marketing Animation Video Production Market 2024 by Company, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GFEF2F6C5E82EN.html>

Date: January 2024

Pages: 129

Price: US\$ 3,480.00 (Single User License)

ID: GFEF2F6C5E82EN

Abstracts

According to our (Global Info Research) latest study, the global Marketing Animation Video Production market size was valued at USD 518.8 million in 2023 and is forecast to a readjusted size of USD 1342.4 million by 2030 with a CAGR of 14.5% during review period.

A supplement to marketing methods. Animated videos can promote products more simply and quickly.

The main types of animation production products are product videos and popular science education videos. The main market share will be approximately 32% and 30% respectively in 2020.

The global animation video production market is relatively fragmented, with hundreds of manufacturers in this industry. Leading manufacturers include Framestore, Epipheo Studios, Switch Video, The Mill, etc.

The main production areas in the world are widely distributed, scattered in North America, Europe and Asia Pacific regions

Marketing animation video production is mainly used in retail (product promotion, explanation, etc.), and it will occupy about 26% of the market share in 2020.

The Global Info Research report includes an overview of the development of the Marketing Animation Video Production industry chain, the market status of Retail (Corporate/Brand Video Production, Product Video Production), Manufacturing

(Corporate/Brand Video Production, Product Video Production), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Marketing Animation Video Production.

Regionally, the report analyzes the Marketing Animation Video Production markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Marketing Animation Video Production market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Marketing Animation Video Production market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Marketing Animation Video Production industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Corporate/Brand Video Production, Product Video Production).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Marketing Animation Video Production market.

Regional Analysis: The report involves examining the Marketing Animation Video Production market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Marketing Animation Video Production market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Marketing Animation Video Production:

Company Analysis: Report covers individual Marketing Animation Video Production players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Marketing Animation Video Production. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail, Manufacturing).

Technology Analysis: Report covers specific technologies relevant to Marketing Animation Video Production. It assesses the current state, advancements, and potential future developments in Marketing Animation Video Production areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Marketing Animation Video Production market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Marketing Animation Video Production market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Corporate/Brand Video Production

Product Video Production

Popular Science Education Videos Production

Other Videos Production

Market segment by Application

Retail

Manufacturing

Education

Financial

Medical Insurance

Music Industry

Professional Service

Others

Market segment by players, this report covers

Framestore

Epipheo Studios

Switch Video

The Mill

Digital Domain

Explanify

Demo Duck

Wyzowl

Yum Yum Videos

Moving Picture Company (MPC)

One Media Group

IGW

Allua Limited

Thinkmojo

Sandwich Video

Rip Media Group

Grumo Media

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Marketing Animation Video Production product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Marketing Animation Video Production, with revenue, gross margin and global market share of Marketing Animation Video Production from 2019 to 2024.

Chapter 3, the Marketing Animation Video Production 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Marketing Animation Video Production market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Marketing Animation Video Production.

Chapter 13, to describe Marketing Animation Video Production research findings and conclusion.

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