

# Global Virtual Idol Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Virtual Idol market size was valued at US\$ 3092 million in 2025 and is forecast to a readjusted size of US\$ 19411 million by 2032 with a CAGR of 35.2% during review period.

Virtual idols are digital characters built upon computer graphics (CG), motion capture, artificial intelligence (AI), and real-time rendering technologies. These characters perform and interact in scenarios such as live streaming, videos, music, and social media, either pre-programmed or driven in real-time. Content creation and personality management are handled by human teams or algorithmic systems behind them, thereby generating a fan economy and commercial value similar to that of real-life celebrities. Essentially, it is a new form of digital content that integrates the entertainment industry, technology platforms, and IP management.

The virtual idol industry is at a critical stage of transformation from 'two-dimensional content consumption' to 'digital human economic infrastructure.' With the maturity of technologies such as AI-generated content (AIGC), real-time 3D engines, speech synthesis, and affective computing, virtual idols are not only expanding in the entertainment field (live streaming, music, advertising), but are also gradually penetrating into scenarios such as brand endorsement, e-commerce sales, corporate services, education and training, and even government communication. At the same time, their characteristics of 'strong controllability, low risk, and unlimited replication' make them an important tool for enterprise digital transformation. In the future, with the increasing degree of AI-driven development, virtual idols will evolve from 'digital actors with personas' to 'digital personalities with autonomous interactive capabilities,' and may become one of the important entrances to the metaverse and the next generation of the Internet. The market size and business model still have considerable room for growth.

The Virtual Idol market report provides a detailed analysis of global market size, regional and country-level market size, segmentation market growth, market share, competitive Landscape, sales analysis, impact of domestic and global market players, value chain optimization, trade regulations, recent developments, opportunities analysis, strategic market growth analysis, product launches, area marketplace expanding, and technological innovations.

### Market segmentation

Virtual Idol market is split by Type and by Application. For the period 2026-2032, the growth among segments provide accurate calculations and forecasts for revenue by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type,

Human-driven

AI-driven

#### Market segment by Model

2D

3D

#### Market segment by Character Style

Anime/Manga Style

Realistic Digital Human

Virtual Idol Group

IP Character Type

## Market segment by Application

Entertainment

Advertising & Marketing

E-commerce

Education

Others

## Market segment by players, this report covers

Bilibil

774 Inc

Vshojo

COVER Corporation

Brave Group

V&U

Aogiri High School (viviON)

.LIVE (Appland)

Neo-Porte

NoriPro

Re:AcT (Mikai)

Anycolor

Alteryx (WHIM Building)

Yuehua Entertainment

Market segment by regions, regional analysis covers

North America

Europe

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

South America

Middle East & Africa

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