

Global Visual Effects (VFX) Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Visual Effects (VFX) market size was valued at USD 4467.7 million in 2023 and is forecast to a readjusted size of USD 9794.7 million by 2030 with a CAGR of 11.9% during review period.

Visual effects (abbreviated VFX) is the process by which imagery is created or manipulated outside the context of a live action shot in film making.

Visual effects involve in the integration of live-action footage (special effects) and generated imagery (digital effects) to create environments which look realistic, but would be dangerous, expensive, impractical, time consuming or impossible to capture on film. Visual effects using computer-generated imagery (CGI) have recently become accessible to the independent filmmaker with the introduction of affordable and easy-to-use animation and compositing software.

Visual effects are often integral to a movie's story and appeal. Although most visual effects work is completed during post-production, it usually must be carefully planned and choreographed in pre-production and production. Visual effects primarily executed in post-production with the use of multiple tools and technologies such as graphic design, modeling, animation and similar software, while special effects such as explosions and car chases are made on set. A visual effects supervisor is usually involved with the production from an early stage to work closely with production and the film's director design, guide and lead the teams required to achieve the desired effects.

Visual effects primarily divides into two groups of:

Special effects: It covers any visual effects that take place in live action, e.g. on set

explosions or stunt performances.

Digital effects (commonly shortened to digital FX or FX): It covers the various processes by which imagery is created or manipulated with or from photographic assets. Digital Effects often involve the integration of still photography and computer-generated imagery (CGI) to create environments which look realistic but would be dangerous, costly, or impossible to capture in camera. FX is usually associated with the still photography world in contrast to visual effects which is associated with motion film production.

Global Visual Effects Services key players include Industrial Light and Magic, The Mill, Weta Digital, Moving Picture Company (MPC), etc. Global top four manufacturers hold a share over 40%. North America is the largest market, with a share about 55%, followed by Europe, and Southeast Asia, both have a share over 30 percent. In terms of product, Digital Effects is the largest segment, with a share over 65%. And in terms of application, the largest application is Film, followed by Television, Video Game, etc.

The Global Info Research report includes an overview of the development of the Visual Effects (VFX) industry chain, the market status of Movies (Simulation FX, Animation), Television (Simulation FX, Animation), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Visual Effects (VFX).

Regionally, the report analyzes the Visual Effects (VFX) 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 Visual Effects (VFX) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Visual Effects (VFX) 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 Visual Effects (VFX) 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., Simulation FX, Animation).

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 Visual Effects (VFX) market.

Regional Analysis: The report involves examining the Visual Effects (VFX) 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 Visual Effects (VFX) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Visual Effects (VFX):

Company Analysis: Report covers individual Visual Effects (VFX) 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 Visual Effects (VFX) This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Movies, Television).

Technology Analysis: Report covers specific technologies relevant to Visual Effects (VFX). It assesses the current state, advancements, and potential future developments in Visual Effects (VFX) areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Visual Effects (VFX) 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

Visual Effects (VFX) 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

Simulation FX

Animation

Modelling

Matte Painting

Compositing

Market segment by Application

Movies

Television

Gaming

Advertisements

Market segment by players, this report covers

Cinesite VFX Ltd.

Digital Domain Holdings Ltd.

Framestore Ltd.

Rodeo FX, Inc.

The Walt Disney Co.

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 Visual Effects (VFX) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Visual Effects (VFX), with revenue, gross margin and global market share of Visual Effects (VFX) from 2019 to 2024.

Chapter 3, the Visual Effects (VFX) 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 Visual Effects (VFX) 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 Visual Effects (VFX).

Chapter 13, to describe Visual Effects (VFX) research findings and conclusion.

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