

# Generative AI in Animation Market Size, Share & Trend Analysis Report By Type, By Component, By End Use, By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Generative AI in Animation Market Growth & Trends

The global generative AI in animation market size is expected to reach USD 13,386.5 million by 2030, growing at a CAGR of 40.3% from 2024 to 2030, according to a new report by Grand View Research, Inc. Generative AI in animation is experiencing rapid growth driven by its ability to automate time-consuming tasks such as character design, background creation, and complex animations. By significantly reducing production time and costs, this technology enables animators to concentrate on more creative aspects, fueling innovation and higher-quality content. While the initial investment in AI technology may be substantial, its long-term benefits in cost reduction and productivity enhancement are driving widespread adoption across the animation industry. As major studios and independent creators alike recognize the value of generative AI in improving output, the market for AI-driven animation solutions continues to expand.

Generative AI has opened up exciting possibilities for collaboration between human animators and AI algorithms. This partnership enables the generation of novel ideas and styles that would be challenging or unattainable through manual efforts alone. By combining the creativity of human animators with the computational power and innovative algorithms of AI, this collaboration often results in groundbreaking storytelling and visual artistry. The collaboration between human intuition and AI capabilities can lead to the creation of animations that captivate audiences with their uniqueness and creativity, pushing the boundaries of what's achievable in animation and elevating the

art form to new heights. For instance, Weta Digital, a visual effects company based in New Zealand, utilizes generative AI to collaborate with human animators. Weta Digital has been at the forefront of utilizing advanced technology in filmmaking, including generative AI in animation.

The advent of cloud computing has accelerated the expansion of the generative AI in animation market. Cloud computing provides the necessary infrastructure and computational power required for training and deploying sophisticated generative models used in animation. This technology enables animators and studios to access scalable computing resources without heavy investment in hardware infrastructure, making it easier for them to experiment with and implement AI-driven animation techniques. Moreover, cloud-based solutions enable collaboration among geographically dispersed teams, simplifying the animation production process and fostering innovation in the industry. Consequently, there has been a surge in the adoption of generative AI in animation, leading to more realistic and efficient content creation pipelines.

## Generative AI in Animation Market Report Highlights

Transformers segment is dominated the market with a significant market share in 2023. Transformers, with their complex visual transformations and intricate character designs, are driving the growth of generative AI in animation due to the demand for efficient and realistic rendering of these dynamic robotic characters

Solution segment is experiencing significant growth in 2023. The increasing demand for cost-effective and time-efficient animation production solutions is fueling the growth of generative AI in animation

Gaming segment has gained dominance in the market with a significant market share in 2023. Gaming is experiencing growth in the generative AI in animation market due to the desire for more immersive and dynamic virtual worlds, where AI-driven animation techniques enhance realism and interactivity

The fusion of generative AI with advanced technologies such as the Internet of Things, cloud computing, and virtual reality is promoting unprecedented innovation within the animation industry. This integration enables the creation of immersive and interactive animated experiences, pushing the boundaries of

storytelling and engagement. As a result, this convergence is accelerating growth and opening up exciting avenues for further exploration and development in animation

Generative AI aids in addressing industry obstacles such as tight schedules, financial limitations, and the demand for ongoing innovation by optimizing production workflows, cutting expenses, and presenting inventive approaches, thereby amplifying both efficiency and creativity in animation

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