

# **3D Motion Capture Market Report by Type (Hardware, Software, Service), Application (Media and Entertainment, Biomechanical Research and Medical, Engineering and Design, Industrial, Education, and Others), System (Optical 3D Motion Capture Systems, Non-Optical 3D Motion Capture Systems), and Region 2024-2032**

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## **Abstracts**

The global 3D motion capture market size reached US\$ 208.7 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 392.0 Million by 2032, exhibiting a growth rate (CAGR) of 7% during 2024-2032.

3D (three-dimensional) motion capture is the process of recording the total movement of people or objects in 3D using a variety of motion sensors and accelerometers. It consists of multiple devices, such as high-quality cameras, sensors, communication equipment, and accessories. 3D motion capture is widely used in visual effects (VFX) studios, therapy, neuroscience, robotics, computer vision, engineering, and design applications. It can capture highly complex movements and the real-time motion of the subject to obtain the desired level of animation in various fields. It also assists in reducing inconsistencies and movement precision and improving the accuracy of mapping products. As a result, 3D motion capture is extensively used in the entertainment, education, sports, biomedical research, and healthcare industries.

### **3D Motion Capture Market Trends:**

The significant growth in the media and entertainment industry is one of the key factors creating a positive outlook for the market. 3D motion capture is widely used to produce animation movies and science-fiction content and develop video games with realistic

graphics. Furthermore, the increasing adoption of 3D motion capture in the healthcare industry to provide alternative training methods in medical studies, diagnosis, rehabilitation, posture analysis, and treatment of physical conditions is acting as another growth-inducing factor. Additionally, the integration of artificial intelligence (AI) and machine learning (ML) to create realistic animations without using extensive equipment, such as reflective markers and multi-camera systems, is providing an impetus to market growth. Moreover, the rising demand from sports and allied activities to train athletes, review performance, and analyze injury processes is supporting the market growth. Other factors, including favorable initiatives by several governments to establish art studios for visual effects and animation, increasing utilization in the military sector for training soldiers through simulations, and rising demand from the education industry, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global 3D motion capture market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, application and system.

#### Breakup by Type:

- Hardware
- Software
- Service

#### Breakup by Application:

- Media and Entertainment
- Biomechanical Research and Medical
- Engineering and Design
- Industrial
- Education
- Others

#### Breakup by System:

- Optical 3D Motion Capture Systems
- Non-Optical 3D Motion Capture Systems

## Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

## Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AIQ Synertial Ltd., Codamotion-Charnwood Dynamics Ltd., Motion Analysis Corporation, Noraxon USA Inc., Northern Digital Inc, OptiTrack (NaturalPoint Inc.), PhaseSpace Inc., Phoenix Technologies Inc., Qualisys AB, Vicon Motion Systems Ltd. and Xsens Technologies BV.

## Key Questions Answered in This Report

1. What was the size of the global 3D motion capture market in 2023?
2. What is the expected growth rate of the global 3D motion capture market during 2024-2032?

3. What are the key factors driving the global 3D motion capture market?
4. What has been the impact of COVID-19 on the global 3D motion capture market?
5. What is the breakup of the global 3D motion capture market based on the type?
6. What is the breakup of the global 3D motion capture market based on the application?
7. What is the breakup of the global 3D motion capture market based on the system?
8. What are the key regions in the global 3D motion capture market?
9. Who are the key players/companies in the global 3D motion capture market?

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