

South Korea Visual Effects Market Size, Share, Trends and Forecast by Component, Product, Technology, Application, and Region, 2026-2034

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Abstracts

The South Korea visual effects market size reached USD 217.1 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 398.2 Million by 2034, exhibiting a growth rate (CAGR) of 6.69 % during 2026-2034. Active support and investment by the South Korean government in the media and entertainment industries are contributing to the market growth. Besides this, the ongoing technological innovation and development within the special effects space is supporting the market growth. Furthermore, the demand for high-quality special effects content is expanding the South Korea visual effects market share.

SOUTH KOREA VISUAL EFFECTS MARKET TRENDS:

Technological Innovations and Advances

The South Korean visual effects (VFX) industry is influenced by ongoing technological innovation and development within the VFX space. The growing implementation of leading-edge tools, like artificial intelligence (AI)-powered software, real-time rendering solutions, and cloud-based infrastructure, is transforming the production process. South Korea's VFX studios are embracing virtual production methods, harnessing cutting-edge motion capture technology, and applying augmented reality (AR) and virtual reality (VR) to create enhanced creative outputs. Such technologies are facilitating filmmakers to produce more sophisticated and visually impressive effects, saving time and cost of production. The rise in 3D animation and high-definition content is also driving the market. With new technology developing and growing ever more sophisticated, South Korean VFX firms are transforming by integrating these technologies into their operations, hence making the market competitive in an international context. In 2024,

Beeble AI, a VFX startup from South Korea, obtained \$4.75 million in seed funding to create virtual lighting tools for indie filmmakers and visual effects creators. Set Ventures led the funding with participation from Fika Ventures, assigning a valuation of \$25M to the company.

Increased Demand for Cross-Border Content Production

The heightened demand for high-quality special effects content is contributing to the South Korea visual effects market growth. As the entertainment sector, with movies, TV dramas, and online content are gaining international viewers, demand for visually appealing content is growing. South Korean TV and movie productions are breaking beyond local markets, with an increased demand for K-dramas and South Korean movies, which are becoming popular globally. This increase in global content creation is catalyzing the need for expert VFX services, as producers aim to create visually appealing content in order to break out of a very competitive market. South Korean VFX companies are countering by advancing their production capacities, providing better post-production services, and creating alliances with overseas studios to address the changing requirements of the global entertainment industry. In 2024, Kiss Lighting — Ghost Cupid, South Korea's first AI-driven drama series, gained huge popularity. It was a part of the K-Village Project, which was a joint venture between SBS Medianet and the Korea Foundation for Cooperation of Large & Small Business, Rural Affairs.

Government Support and Investment

Active support and investment by the South Korean government in the media and entertainment industries are contributing to the market growth. Creative industry-promoting policies like subsidies, tax breaks, and subsidizing film and TV production are enabling the development of high-end visual effects in the nation. Moreover, the government is promoting partnerships between private companies and educational institutions to have a steady stream of qualified professionals. Efforts such as creating specialized training centers for VFX and research facilities are complementing innovation and capacity in the sector even more. By investing heavily in the development of its entertainment industry, South Korea is positioning itself as a global leader in the VFX market, making it a desirable location for domestic and foreign clients looking to access high-quality visual content. In 2025, South Korea's Ministry of Culture, Sports and Tourism launched its "Basic Plan for the Promotion of the Animation Industry" with a funding of more than \$1 billion USD to facilitate the growth of the animation industry in the country till 2029.

SOUTH KOREA VISUAL EFFECTS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on component, product, technology, and application.

Component Insights:

Software

Services

Hardware

The report has provided a detailed breakup and analysis of the market based on the component. This includes software, services, and hardware.

Product Insights:

Simulation FX

Animation

Modelling

Matte Painting

Compositing

A detailed breakup and analysis of the market based on the product have also been provided in the report. This includes simulation FX, animation, modelling, matte painting, and compositing.

Technology Insights:

AI (Artificial Intelligence)

AR (Augmented Reality)

The report has provided a detailed breakup and analysis of the market based on the technology. This includes AI (artificial intelligence) and AR (augmented reality).

Application Insights:

Movies

Television

Gaming

Advertisements

Others

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes movies, television, gaming, advertisements, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea visual effects market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea visual effects market on the basis of component?

What is the breakup of the South Korea visual effects market on the basis of product?

What is the breakup of the South Korea visual effects market on the basis of technology?

What is the breakup of the South Korea visual effects market on the basis of application?

What is the breakup of the South Korea visual effects market on the basis of region?

What are the various stages in the value chain of the South Korea visual effects market?

What are the key driving factors and challenges in the South Korea visual effects market?

What is the structure of the South Korea visual effects market and who are the key players?

What is the degree of competition in the South Korea visual effects market?

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