

Animation & Gaming Industry in India- Swot Analysis

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Abstracts

The Indian Animation and Gaming industry is one of the fastest growing industries in the country today. Highly skilled manpower and dramatic cost-effectiveness have made India a sought after hub of animation industry. The industry has shown considerable growth over the past few years, with a larger number of players foraying the space. India's animation and gaming industry is valued at 739 million dollars with a compound annual growth rate (CAGR) of 32 per cent between calendar years 2005 and 2009.

The industry after experiencing healthy growth rate in the past is expected to be in the pink of its health in the coming years. From the current market size of USD 774 million in 2010, it is anticipated to touch the highs of USD 3040 million by 2015 growing at a CAGR of 25% during 2011-15.

SCOPE OF THE REPORT

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

REASONS TO BUY

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

Contents

OVERVIEW

SWOT ANALYSIS

STRENGTHS

1. English speaking population- A competitive advantage!
2. Equipped Studios
3. Low cost of animation services
4. Encashing on Rich heritage

WEAKNESSES

1. Capital Intensive nature
2. Insufficient skilled talent
3. Weak IP regulations

OPPORTUNITIES

1. Growing demand of animated movies
2. Increasing awareness as a Career
3. Visual effects on the go !
4. Gaming Industry – The Emerging star !

THREATS

1. Acute Competition
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3. Lack of government support
4. Piracy

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Figure 2 VFX Industry Market Size (USD Millions, 2005-15E)

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