

Global Animation Market - Forecasts from 2018 to 2023

<https://marketpublishers.com/r/G2A7A783EDFEN.html>

Date: February 2018

Pages: 88

Price: US\$ 3,600.00 (Single User License)

ID: G2A7A783EDFEN

Abstracts

The global animation market is projected to witness a compound annual growth rate of 4.79% during the forecast period, reaching a total market size of US\$404.83 billion in 2023 from US\$305.75 billion in 2017. Growing communication and technology industry across the globe is fuelling the entry of many new animation tools into the market. Availability of a wide range of tools in the market is spurring their adoption among various end-user industries which is boosting their market growth. Growing competition across industries is leading to the adoption of new and innovative ways of advertising. Rapidly growing media and entertainment industry is also increasing the adoption of advanced animation tools by the industry players to offer high quality animated videos and films to their audience, thus augmenting the growth of this market. Continuous advancements in technology and expansion of 3D and 4D technologies can be seen as a major growth opportunity for this market. However, issues like piracy and a shift from renting to free streaming over the internet can restrain the market growth to some extent.

Geographically, North America holds a major share in the global animation market owing to the presence of a large number of market players in this region. Flourishing media and entertainment industry in this region is also supporting the growth of this market in this region. The market in Asia Pacific is anticipated to grow at the highest growth rate over the projected period on account of growing industries and increasing investments by market players into research and development in this region.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data

sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Animation. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Animation Market has been segmented on the basis of type, component, deployment model, industry and geography as follows:

By Type

Traditional Animation

2D Vector-based Animation

3D Computer Animation

Motion Graphics

Stop Motion

By Component

Software

Services

By Deployment Model

On-premise

Cloud

By Industry

Media and Entertainment

Education

Retail

Healthcare

Manufacturing

Others

By Geography

North America

South America

Europe

Middle East and Africa

Asia Pacific

Market Players

Competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Adobe Systems Incorporated, Autodesk, Inc., Corel, EIAS3D, MAXON Computer, SideFX, Smith Micro and NewTek,

Inc.

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