

Global Animation, VFX & Game Market Growth (Status and Outlook) 2025-2031

<https://marketpublishers.com/r/G1F5BC84CD5EN.html>

Date: March 2025

Pages: 106

Price: US\$ 3,660.00 (Single User License)

ID: G1F5BC84CD5EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Animation, VFX & Game market size is predicted to grow from US\$ 459930 million in 2025 to US\$ 556120 million in 2031; it is expected to grow at a CAGR of 3.2% from 2025 to 2031.

Animation is the rapid display of static images in a way that creates the illusion of motion. Nowadays animation is used mostly in motion pictures and videos, plus some computer applications, such as moving icons, and in video games. Like photographic cinema, animated video usually incorporates sound for dialog, musical accompaniment, and other effects. But unlike photographic cinema, it can depict anything that the animation artist can imagine visually, and therefore it is especially useful for telling stories with fantasy elements that would be hard to stage in reality. Animation is also used to create special visual effects within movie productions that otherwise use traditional photographic methods.

China is the largest market with about 26% market share. United States is follower, accounting for about 22% market share.

The key players are Tencent, Sony, Activision Blizzard, Microsoft, Nintendo, Netease, Walt Disney Animation Studios, NBCUniversal, Warner Bros, Framestore, TOEI ANIMATION etc. Top 5 companies occupied about 13% market share.

LPI (LP Information)' newest research report, the "Animation, VFX & Game Industry Forecast" looks at past sales and reviews total world Animation, VFX & Game sales in 2024, providing a comprehensive analysis by region and market sector of projected

Animation, VFX & Game sales for 2025 through 2031. With Animation, VFX & Game sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Animation, VFX & Game industry.

This Insight Report provides a comprehensive analysis of the global Animation, VFX & Game landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Animation, VFX & Game portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Animation, VFX & Game market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Animation, VFX & Game and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Animation, VFX & Game.

This report presents a comprehensive overview, market shares, and growth opportunities of Animation, VFX & Game market by product type, application, key players and key regions and countries.

Segmentation by Type:

Animation & VFX

Game & VFX

Segmentation by Application:

Anime

Film

Video Game

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Tencent

Sony

Activision Blizzard

Microsoft

Nintendo

Netease

Walt Disney Animation Studios

NBCUniversal

Warner Bros

Framestore

TOEI ANIMATION

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