

Global Marketing Promotion Animation Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Marketing Promotion Animation market size is predicted to grow from US\$ 12557 million in 2025 to US\$ 19270 million in 2032; it is expected to grow at a CAGR of 6.4% from 2026 to 2032.

Marketing promotion animation refers to visual content created by businesses, brands, or organizations using digital animation technologies such as 2D, 3D, motion graphics, character animation, and CGI visual effects for product promotion, brand communication, advertising, user education, and sales conversion. Its core objective is to convey brand value, product features, or commercial information to the target audience in a short time through high information density, strong visual appeal, and emotional storytelling. It is widely used in social media advertising, brand promotional videos, product demonstrations, e-commerce marketing, and digital advertising. Essentially, marketing promotion animation belongs to a new creative service industry formed by the intersection of 'digital content marketing' and 'commercial visual communication.'

The marketing promotion animation industry is currently in a core beneficiary phase of the rapid growth of the global digital advertising and short video economy. As video platforms become the main battleground for brand customer acquisition, businesses' demand for high-conversion video content continues to increase. Animation, with its advantages of 'low shooting limitations, high information expression efficiency, and strong global adaptability,' is gradually replacing some traditional live-action advertisements. Meanwhile, the maturity of AI video generation, real-time rendering, virtual humans, and generative CG technologies has significantly reduced animation production costs and improved content production efficiency, enabling SMEs to use marketing animations on a large scale. In the future, the industry will develop towards

'AI-assisted generation + real-time personalized advertising + immersive 3D content + cross-platform short video marketing,' and will continue to benefit from the long-term trend of global digital advertising budgets migrating to video content.

LPI (LP Information)' newest research report, the 'Marketing Promotion Animation Industry Forecast' looks at past sales and reviews total world Marketing Promotion Animation sales in 2025, providing a comprehensive analysis by region and market sector of projected Marketing Promotion Animation sales for 2026 through 2032. With Marketing Promotion Animation sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Marketing Promotion Animation industry.

This Insight Report provides a comprehensive analysis of the global Marketing Promotion Animation 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 Marketing Promotion Animation portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Marketing Promotion Animation market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Marketing Promotion Animation 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 Marketing Promotion Animation.

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

Segmentation by Type:

2D

3D

Segmentation by Production Techniques:

Traditional Keyframe Animation

CGI Rendered Animation

Real-Time Rendered Animation

AI-Generated Animation

Mixed Reality Animation

Segmentation by Duration Range:

Very Short (<6 seconds)

Short (6~30 seconds)

Medium (30~90 seconds)

Long (90 seconds~3 minutes)

Segmentation by Application:

Technology

Manufacturing

Healthcare

Finance

Real Estate

Education

Others

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.

The Mill

BuzzFlick

Yum Yum Videos

Venture Videos

Framestore

Epipheo Studios

Collby Graphics

Prolific Studio

Explanify

Digital Domain

LYFE Marketing

Wyzowl

Superside

EFFE Animation

Vidico

ADVIDS

Hippo Animation

LKKER Digital

Dayu Digital Vision

XuanYuan Animation

Toei Animation

Polygon Pictures

TYO Inc.

G&G Entertainment

Hanho Heung-Up

Studio Mir

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