

Global Virtual Idol and VTubers Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Virtual Idol and VTubers (Virtual YouTubers) are concepts in the world of digital entertainment and content creation:

A Virtual Idol is a computer-generated or animated character designed to entertain, often resembling a human or anthropomorphic character. These virtual idols can sing, dance, and interact with audiences through concerts, live streams, and digital content.

VTubers are a subset of virtual idols who create content on platforms like YouTube and Twitch. They use animated avatars or digital characters as their on-screen personas, interacting with viewers while maintaining the persona of the virtual character.

Both virtual idols and VTubers use technology, animation, and often advanced techniques like motion capture to create lifelike characters. They engage with audiences through a wide range of content, from live chats and gameplay videos to singing performances, and have gained significant popularity, with dedicated fan followings and commercial success in various parts of the world, particularly in countries like Japan. These digital entertainers provide unique and engaging content that blurs the lines between reality and digital performance, often fostering strong online communities and fan interactions.

The global Virtual Idol and VTubers market size is projected to grow from US\$ 1343 million in 2024 to US\$ 5244 million in 2030; it is expected to grow at a CAGR of 25.5% from 2024 to 2030.

LPI (LP Information)' newest research report, the “Virtual Idol and VTubers Industry Forecast” looks at past sales and reviews total world Virtual Idol and VTubers sales in 2022, providing a comprehensive analysis by region and market sector of projected Virtual Idol and VTubers sales for 2023 through 2029. With Virtual Idol and VTubers sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Virtual Idol and VTubers industry.

This Insight Report provides a comprehensive analysis of the global Virtual Idol and VTubers 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 Virtual Idol and VTubers portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Virtual Idol and VTubers market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Virtual Idol and VTubers 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 Virtual Idol and VTubers.

The core manufacturers of global Virtual Idol and VTubers include AnyColor (Nijisanji), Cover (Hololive) and Bilibili. The top three companies have a market share of about 50%. Asia Pacific is the world's largest market for Virtual Idol and VTubers with a market share of about 55%, followed by China and North America with a market share of 22% and 13%, respectively. In terms of product type, 2D Vtuber is the largest segment with approximately 80% market share. In terms of application, Livestreaming & Performance is the largest downstream segment, accounting for about 48% of the market.

This report presents a comprehensive overview, market shares, and growth opportunities of Virtual Idol and VTubers market by product type, application, key players and key regions and countries.

Segmentation by Type:

2D Vtuber

3D Vtuber

Segmentation by Application:

Livestreaming & Performance

Digital Contents & Derivative

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

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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.

AnyColor (Nijisanji)

Cover (Hololive)

Bilibili

774, inc

Mikai

Yuehua Entertainment

iQIYI

ALTERLY (WHIM Management)

VShojo

Neo-Porte

NoriPro

Phase-Connect

V&U

Virtual eSports Project

.LIVE

Aogiri High School

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