

Global Virtual Singer Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G65E7DF5DDEAEN.html>

Date: July 2026

Pages: 106

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

ID: G65E7DF5DDEAEN

Abstracts

The global Virtual Singer market size is predicted to grow from US\$ 8886 million in 2025 to US\$ 45950 million in 2032; it is expected to grow at a CAGR of 27.0% from 2026 to 2032.

Virtual singers are non-human musical entities generated using digital technology. They are typically created through voice synthesis, motion capture, real-time rendering, and artificial intelligence algorithms, resulting in virtual characters capable of singing, performing, and interacting. Their voice sources can be original voice libraries or AI-trained models, while their appearance can be presented as 2D anime characters, 3D digital humans, or realistic virtual idols. Virtual singers can independently release music and participate in concerts, live streams, advertising, and IP operations, representing a fusion of 'music + AI + digital entertainment IP.'

The virtual singer industry is currently transitioning from a 'two-dimensional entertainment tool' to an 'AI-driven digital music IP ecosystem.' With the maturation of generative AI, real-time voice synthesis, and virtual human rendering technologies, the production costs of virtual singers are continuously decreasing, while their performance capabilities are continuously increasing, expanding them from niche ACG culture to the mainstream music market and commercial advertising. Future growth will primarily come from three aspects: first, the continued demand for virtual IP from music platforms and the gaming industry; second, AI-generated voice technology driving the creation of 'virtual singers for everyone'; and third, the increasing demand from brand marketing for controllable and sustainably operated digital artists. In the long run, virtual singers may coexist with real-life artists and become an important part of the digital entertainment economy.

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

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

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

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

Segmentation by Type:

2D

3D

Segmentation by Interaction Methods:

Non-interactive

Semi-interactive

Real-time interactive

Segmentation by IP Attributes:

Platform IP

Dedicated IP

Enterprise IP

Segmentation by Application:

Music Composition and Performance

Entertainment and Social Media

Advertising and Brand Marketing

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.

Yamaha

Afun Interactive

Yuehua Entertainment

AnyColor

Vsinger

Crypton Future Media, Inc

Internet Co., Ltd.

E-capsule

774 Inc

Beijing Futuo Technology Development Co., Ltd.

Kizuna

Eclipsed Sounds

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