

# **3D Animation Market by Technology (3D Modeling, Motion Graphics, 3D Rendering, and Visual Effects), Vertical (Media and Entertainment, Healthcare and Lifesciences, Manufacturing), Services, Deployment, and Region - Global Forecast to 2022**

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## **Abstracts**

“Growing adoption of VFX technology in movies and increasing demand of 3D mobile applications are driving the 3D animation market”

The 3D animation market – Global Forecast to 2022, the market is expected to grow from USD 12.01 billion in 2017 to USD 21.05 billion by 2022, at a CAGR of 11.9%. Increasing adoption of visual effects (VFX) in the entertainment industry is one of the crucial factors impacting the 3D animation market. VFX is majorly preferred by animators, game developers, and moviemakers in the scenario where they technically want to depict something that cannot be shot in a live environment. In addition, 3D mapping and 3D laser scanning features to assist professionals in geospatial, geological, geophysical, and mining environments to visualize and map the coordinates is gaining traction. The continuous exposure to corruption and piracy, a low level of proficiency, intense competition, and increasing price sensitivity are some of the challenges for the growth of the market.

“Integration and deployment service to gain maximum traction during the forecast period”

Companies create 3D animated contents for various verticals such as media & entertainment, architecture & engineering, and defense & intelligence. The software used for the creation of 3D animation objects are 3D rendering, 3D modeling, and character rigging. 3D animated movies require development services for running

smoothly on different operating systems such as Windows and Unix. Companies integrate 3D animation modeling with integration and deployment services such as instructional designing, creative branding, and other such services to provide architectural, engineering, and artistic solutions. These services help in developing realistic 3D content efficiently and converting ideas into 3D designs and models.

“Asia-Pacific (APAC) is projected to grow at the highest rate during the forecast period”

The major contributing regions in APAC include Australia, Japan, Singapore, India, China, and New Zealand. 3D animation technologies and services in APAC are growing at the highest rate. This is because the region hosts production facilities for most of the western industry leaders. Additionally, Japan facilitates animation production because of its strong domestic market. Furthermore, in China, cities such as Beijing, Shanghai, and Guangzhou are emerging as animation and gaming hubs, where 3D animation in gaming is gaining significant traction. Additionally, in China, The General Bureau of Press and Publication organizes an annual conference focused at important events in order to decide upon regulations concerning the animation and game industry.

In the process of determining and verifying the market size for segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. Break-up of profile of primary participants is as follows:

By Company: Tier 1 – 30 %, Tier 2 – 40% and Tier 3 – 30%

By Designation: C level – 72%, Director level – 14%, Others – 14%

By Region: North America – 57%, Europe – 14%, APAC – 29%

The 3D animation ecosystem comprises major vendors such as Adobe Systems (U.S.), Autodesk (U.S.), AutoDesSys (U.S.), Corel Corporation (Canada), Maxon Computer (Germany), NewTek, Inc. (U.S.), NVIDIA Corporation (U.S.), Pixologic, Inc. (U.S.), SideFX (Canada), and Toon Boom Animation, Inc. (Canada).

Research Coverage:

The report includes in-depth competitive analysis of key players in the 3D animation market, with their profiles, recent developments, products offerings, and key business strategies. The research report segments the 3D animation market by technologies,

services, deployment types, verticals, and regions.

#### Reasons to Buy the Report:

The 3D animation market has been segmented on the basis of technologies, services, deployment types, verticals, and regions. The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the overall 3D animation market on the basis of the revenues generated by major vendors of 3D animation. The report provides the closest approximations of the revenue numbers for the overall market and the subsegments. The market numbers are further split into regions.
2. The report helps the stakeholders understand the pulse of the 3D animation market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help the stakeholders to better understand competitors and gain more insights to better their position in the market.

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## About

The animation industry as a part of the creative industries is characterized by creative and innovative skill set.

This comprises media and entertainment, fashion and textiles, television and advertisement, computer gaming, corporate and commercial production, photo imaging and publishing. 3D animation industry has gained an overwhelming response from the masses and is currently expanding enormously. Creativity and innovative ideas along with fresh talent have introduced various technological changes in 3D animation which leaves Personal Computer (PC) image processing, motion graphics, stop motion, computer graphics behind. Here, animation refers to entertainment-oriented animation such as movies, television shows, videos, adverts, and visual effects.

In addition, many educators use animation in lecture halls too. It is increasingly being used in the manufacturing and design industry along with architecture, building, construction, and real estate. Animation industry is getting bigger as it continues to receive impetus from the government and the work is applauded by the target audience, which acts as an added boost.

The technology in 3D animation is changing at a very fast pace. Various websites offer softwares such as Autodesk 123D, MeshLab, DX Studio, CloudCompare for animation either free of charge or as complementary service. While other software programs 3ds Max, NX, Softimage, Solid Edge are available by subscription. The top players in this industry are Adobe Systems Incorporated, Autodesk Inc., MAXON Computer GmbH, NVIDIA Corporation, INTEL Corporation, and Microsoft Corporation.

The 3D animation market research report analyzes global adoption trends, future growth potential, key drivers, restraints, opportunities, and best practices in this market. The report also analyzes market sizes and revenue forecasts across different geographies as well as industry verticals.

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