

Marketing Animation Production Market, Global Outlook and Forecast 2022-2028

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Abstracts

Animation is a method in which pictures are manipulated to appear as moving images. In traditional animation, images are drawn or painted by hand on transparent celluloid sheets to be photographed and exhibited on film. Today, most animations are made with computer-generated imagery (CGI). Computer animation can be very detailed 3D animation, while 2D computer animation can be used for stylistic reasons, low bandwidth or faster real-time renderings. Other common animation methods apply a stop motion technique to two and three-dimensional objects like paper cutouts, puppets or clay figures.

Animation is more pervasive than many people realize. Apart from short films, feature films, animated GIF's and other media dedicated to the display of moving images, animation is also heavily used for marketing and advertising. Animation is also prevalent in information technology interfaces.

This report contains market size and forecasts of Marketing Animation Production in Global, including the following market information:

Global Marketing Animation Production Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Marketing Animation Production market was valued at 518.8 million in 2021 and is projected to reach US\$ 1319 million by 2028, at a CAGR of 14.3% during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Animated Commercials Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Marketing Animation Production include The Mill, BBDO, One Media Group, Allua Limited, Yum Yum Videos, Epipheo Studios, Sandwich Video, Demo Duck and Thinkmojo, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Marketing Animation Production companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Marketing Animation Production Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Marketing Animation Production Market Segment Percentages, by Type, 2021 (%)

Animated Commercials

Animated Product Video

Animated Explainer Videos

Educational Animation

Animated Tutorials

Branded Video

Animated Music Video

Interactive Video Production

Others

Global Marketing Animation Production Market, by Application, 2017-2022, 2023-2028
(\$ millions)

Global Marketing Animation Production Market Segment Percentages, by Application,
2021 (%)

Retail

Manufacturing

Education

Finances

HealthCare

Music Industry

Professional Services

Others

Global Marketing Animation Production Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Marketing Animation Production Market Segment Percentages, By Region and
Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Marketing Animation Production revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Marketing Animation Production revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

The Mill

BBDO

One Media Group

Allua Limited

Yum Yum Videos

Epipheo Studios

Sandwich Video

Demo Duck

Thinkmojo

Explanify

Switch Video

Grumo Media

Wyzowl

Blink Tower

Industrial Light and Magic

Rodeo Fx

Legend 3D

Framestore

Cinesite

Moving Picture Company (MPC)

Weta Digital

Deluxe Entertainment

DNEG

Pinewood Studios

Sony Pictures Imageworks

Legendary

Digital Domain

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