

Animation Market

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Abstracts

Animation Market - Overall Industry Analysis 2025

The Global Animation Market was valued at \$138,694 million in 2016, and is projected to reach \$381,347 million by 2022, growing at a CAGR of 12.1% from 2017 to 2025.

Animation is termed as illusion of movements created for series of still images or frames for photographic representation in the video form. It involves involvement of drawings of characters, computer graphics, and animation software. Animation has emerged as one of the prominent forms of entertainment in the media industry. Over the period, animation is introduced in the market through various entertainment mediums such as television, movies, gaming, on-demand video, and others. Prominent players from media business such as The Walt Disney Company, Warner Bros. Entertainment, Inc., Dreamworks, Blue Sky Studios, and others have identified the market potential and invested heavily in the animation industry.

Rapid growth in the popularity for anime series, animated movies, commercials, games and online education, and cartoon series have initiated the flow of investments from key industry leaders over the period of time. Presence of cheap labor, skilled workforce, and currency fluctuations are some the major factors that contribute to the increased outsourcing of animation services from developing economies of Asia-Pacific. Japan, China, India, and Philippines, are some of the major revenue contributors to the animation outsourcing Industry.

The global animation market is studied across type, end-use industry, and region. Based on type, the market is segmented into 3D, 2D, and others. Based on end-use industry, the market is classified into movies, television, and gaming. Based on region, it is divided into United States, EU, Japan, China, India, Southeast Asia, and Others.

Market Dynamics

Drivers

Growth in the popularity for anime series

Growth potential from developing economies for outsourcing of animation services

Restraints

Dearth of skilled workforce

Market Players

The top players in the global Animation market include The Walt Disney Company, Warner Bros. Entertainment, Inc., Dreamworks, Blue Sky Studios, and others.

KEY TAKEAWAYS

ANIMATION MARKET

ANIMATION MARKET LANDSCAPE

By Type

3D

2D

Others

By End-Use Industry

Movies

Television

Gaming

By Region

United States

EU

Japan

China

India

Southeast Asia

Others

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