

Asia Pacific Visualization & 3D Rendering Software Market Forecast to 2030 - Regional Analysis - by Application (Training Simulation, Marketing and Advertisement, Video Games, Product Visualization, and Architectural Visualization), Deployment (On-Premise and Cloud), and End User (Media and Entertainment, Architecture and Construction, Design and Engineering, Healthcare, and Others)

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Abstracts

The Asia Pacific visualization & 3D rendering software market is expected to grow from US\$ 614.22 million in 2022 to US\$ 3,056.98 million by 2030. It is estimated to grow at a CAGR of 22.2% from 2022 to 2030.

Proliferation of Virtual Reality (VR) Fuels Asia Pacific Visualization & 3D Rendering Software Market

Virtual reality (VR) is gaining significant traction globally. The use of VR in the production and design of 3D animation has significantly increased the interactivity of 3D animation. VR technologies have developed considerably due to advancements in computer technology and societal requirements. The introduction of virtual reality might enhance the global 3D animation software industry. On the other hand, increased interest in viewing animated movies in virtual reality is expected to set the tone for the markets lucrative expansion. Furthermore, the adoption of VR technology is growing in various industries such as gaming, advertising, and home entertainment. Animators are using VR technology to produce similar effects. Players in the 3D animation market are seeing a rise in demand for 3D visualization due to increased work on more complicated animations and creating more engaging virtual environments. Both visual effects and virtual reality are primarily concerned with developing a new environment that may

astonish spectators. For instance, in September 2022, Shanghai Disney Resort introduced an immersive virtual reality (VR) experience at its Disney town entertainment, dining, and shopping center. The increased popularity of VR in entertainment is expected to provide opportunities for visualization and 3D rendering software market growth.

Studios are increasing their tools for creating virtual production—a significant VR asset—using real-time graphics, motion capture, facial capture, and camera tracking techniques. VR is increasingly becoming important to most visual effects firms. For instance, Framestore Studios collaborated with HBO to launch "Ascend the Wall", a VR project based on the TV show "Game of Thrones." As virtual reality technology advances, more user-friendly interfaces are expected in the near future. Their applications are likely to become more common and be of higher quality. VR and other extended reality (XR) technologies are expected to undoubtedly make significant advances in animation during the next couple of years. Thus, the emergence of virtual reality technology opens new prospects in the 3D animation business.

Asia Pacific Visualization & 3D Rendering Software Market Overview

APAC is a global manufacturing hub that comprises highly growing manufacturing sectors. Governments of APAC are making efforts to grab greater FDI opportunities. They offer tax rebates, subsidies, and funds to attract manufacturing companies to set up manufacturing facilities in their respective countries. Moreover, initiatives such as "Made in China 2025" and "Made in India" are propelling the growth of their respective manufacturing sectors. However, China, the largest manufacturing hub in the region, is witnessing a rise in labor costs. Amid its evolution into a high-skilled manufacturing hub, other developing countries—such as India, South Korea, Taiwan, and Vietnam—are attracting several businesses in a quest to relocate their low-to-medium-scaled manufacturing facilities to neighboring countries by offering lower labor costs. Improving infrastructure, rising domestic consumption, and lowering costs attract international manufacturing companies to establish their operating sites in APAC.

A large population has increased demand for residential and commercial construction in APAC. Further, regional governments are taking several initiatives to entice private investments in construction and infrastructure developments. For instance, the Malaysian Government's 2011-2020 Economic Transformation Program (ETP) was meant to attract a huge FDI in infrastructure and construction activities. The emerging economies in APAC are experiencing high growth in their GDPs every year, boosting the populations spending capacity. With the rising standard of living, there has been a considerable surge in infrastructural construction in the region in the last few decades. Moreover, the increased focus on modification, renovation, and aesthetic enhancement of homes facilitates the visualization and 3D rendering software market growth in APAC. The growing adoption of virtual reality and similar trends is anticipated to boost the

adoption of high-tech visualization and 3D rendering tools in APAC in the coming years. Owing to a large young population and the increasing affordability of smartphones, the mobile gaming industry has flourished in the region in the last several years. Meanwhile, the region also houses numerous content creators developing designing tools to produce graphically rich content. SMEs in the region are inclined toward using animated content in advertisement applications, which further propels the adoption of visualization and 3D rendering tools.

Asia Pacific Visualization & 3D Rendering Software Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Visualization & 3D Rendering Software Market Segmentation

The Asia Pacific visualization & 3D rendering software market is segmented into application, deployment, end user, and country.

Based on application, the Asia Pacific visualization & 3D rendering software market is segmented into training simulation, marketing and advertisement, video games, product visualization, and architectural visualization. The architectural visualization segment held the largest share of the Asia Pacific visualization & 3D rendering software market in 2022.

Based on deployment, the Asia Pacific visualization & 3D rendering software market is segmented into on-premise and cloud. The on-premise segment held a larger share of the Asia Pacific visualization & 3D rendering software market in 2022.

Based on end user, the Asia Pacific visualization & 3D rendering software market is segmented into media and entertainment, architecture and construction, design and engineering, healthcare, and others. The architecture and construction segment held the largest share of the Asia Pacific visualization & 3D rendering software market in 2022.

Based on country, the Asia Pacific visualization & 3D rendering software market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific visualization & 3D rendering software market in 2022.

Act-3D, Chaos Group, Christie Digital Systems, Dassault Systemes SE, NVIDIA Corp, and Thea Render by Altair are some of the leading companies operating in the Asia Pacific visualization & 3D rendering software market.

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