

# **Europe 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 Europe visualization & 3D rendering software market is expected to grow from US\$ 816.08 million in 2022 to US\$ 3,693.37 million by 2030. It is estimated to grow at a CAGR of 20.8% from 2022 to 2030.

**Surge in Demand for Gaming and Videography Fuels Europe Visualization & 3D Rendering Software Market**

While the rise in digitalization, increased accessibility, and user-friendliness of newer gaming technologies have driven the gaming industry, 3D modeling has revolutionized it. According to the European Gaming and Betting Association (EGBA) data, e-sports gaming revenues in Europe reached US \$ 0.1 billion in 2021. In November 2022, the German Games Industry Association invested USD 20.0 million in the development of the German gaming sector. Almost every high-end game deploys 3D or uses 3D assets. Games have become more realistic and enticing through 3D technologies.

In order to indulge a gamer entirely in the virtual world, the scenes, props, and people should seem realistic. 3D rendering helps in improving graphics. Initially, 3D designing tools were widely used by game developers to develop PC and console games. However, due to the incremental advancement in processing capacities of mobile microprocessors, developers are using 3D designing tools in the mobile gaming

industry. Moreover, increasing affordability of smartphones and growing penetration of internet services worldwide have subsequently flourished the mobile gaming industry. Further, the COVID-19 pandemic propelled the gaming industry substantially as gaming giants, such as Electronic Arts and Activision Blizzard, announced higher year-on-year revenues and greater market penetration than ever before.

Film and gaming industries have become dependent on computer-generated images for a realistic experience. Animation and movies are one of the significant applications of 3D designing tools. For long, 3D designing tools have been widely used in animation and movies. However, the growing trend of the sci-fi genre worldwide has resulted in the rising adoption of 3D designing tools. The content creation industry, small production houses, and individual professionals utilize 3D designing tools at a broader level. Meanwhile, the growing deployment of animated advertisement content by small and medium businesses worldwide is also propelling the visualization and 3D rendering software market growth.

#### Europe Visualization & 3D Rendering Software Market Overview

Industries operating in the EU are under continuous pressure to stay at par with the dynamically transforming technology landscape. This increasing technology penetration has resulted in complications in designing and building the desired infrastructures or products. To understand the designing and model-building process and streamline the same, companies from various industries heavily invest in IT offerings that facilitate interactive designing and visualization of innovative ideas. Europe is also a hub of high-precision industrial goods, having prime applications in the healthcare, pharmaceuticals, automotive, energy & power, infrastructure & construction, and semiconductors & electronics sectors. Thus, the growing industrialization in Europe is one of the major factors driving the adoption of designing and engineering solutions, such as visualization and 3D rendering tools. Also, the massive shift toward AI, particularly by tech giants such as Google, Hewlett Packard, and IBM, has further propelled the growth of the visualization and 3D rendering software market. In February 2022, Dassault Syst?mes announced the debut of "Sustainable Innovation Intelligence," a life cycle assessment tool that helps businesses reduce the environmental consequences of the goods, resources, and processes they generate, simultaneously promoting the circular economy. The cloud-based solution, which is fully integrated into Dassault Syst?mes 3DEXPERIENCE platform and covers the entire value chain, integrates the ecoinvent database on the impacts of over 18,000 industrial and agricultural processes into virtual design, product development, manufacturing engineering, operations, and logistics. Thus, all the aforementioned factors are driving the visualization and 3D rendering software market growth in Europe.

#### Europe Visualization & 3D Rendering Software Market Revenue and Forecast to 2030

(US\$ Million)

### Europe Visualization & 3D Rendering Software Market Segmentation

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

Based on application, the Europe 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 Europe visualization & 3D rendering software market in 2022.

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

Based on end user, the Europe 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 Europe visualization & 3D rendering software market in 2022.

Based on country, the Europe visualization & 3D rendering software market is segmented into France, Germany, the UK, Italy, Spain, and the Rest of Europe. The UK dominated the Europe visualization & 3D rendering software market in 2022.

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

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