Global 3D Animation Market Research Report: by Component (Hardware, Software, Services), Technology (3D Modeling, Motion Graphics, 3D Rendering, Visual Effects) End-User (Media and Entertainment, Education, Healthcare, Architecture) and Region (North America, Europe, Asia-Pacific, Rest of the World) - Forecast to 2024

Market Snapshot

The Global 3D Animation Market is expected to expand at **13.8% CAGR** during the forecast period 2018–2024.

3D animation is a process of developing/creating 3D dimensional moving images in a digital environment. 3D animation has undergone many advancements in recent years. The trend favoring 3D animation is continuously growing. 3D animation is growing at the fastest rate in the media and entertainment industry. This technology provides view in different projections and angles, making it look lively.

The demand for 3D animation is attributed to the growing adoption of visual effects technology (VFX) in movies, increasing demand for 3D visualization, 3D gaming, and 3D mobile applications, and growing trend of digital marketing. Rise in the demand of 3D animation software for creating 3D animation movies is driving the market growth globally. For instance, key market players in the media and entertainment industry such as Universal Studios Inc., The Walt Disney Company, Pixar, Warner Bros. Animation, DreamWorks Animation, and others are adopting 3D animation software and technologies such as 3D modeling, motion graphics, 3D rendering, visual effects, and special effects to create movies which is driving the growth for 3D animation market. However, rising instances of software piracy are expected to limit market growth.

Global 3D Animation Market, by Component, 2017–2024 (USD Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>Hardware</th>
<th>Software</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>4,378.5</td>
<td>5,343.1</td>
<td>2,143.7</td>
</tr>
<tr>
<td>2018</td>
<td>4,731.3</td>
<td>5,880.5</td>
<td>2,280.1</td>
</tr>
<tr>
<td>2019</td>
<td>5,159.5</td>
<td>6,535.0</td>
<td>2,449.0</td>
</tr>
<tr>
<td>2020</td>
<td>5,684.3</td>
<td>7,340.9</td>
<td>2,659.0</td>
</tr>
<tr>
<td>2021</td>
<td>6,334.3</td>
<td>8,345.2</td>
<td>2,921.9</td>
</tr>
<tr>
<td>2022</td>
<td>7,148.7</td>
<td>9,613.2</td>
<td>3,253.8</td>
</tr>
<tr>
<td>2023</td>
<td>8,182.0</td>
<td>11,236.9</td>
<td>3,677.1</td>
</tr>
<tr>
<td>2024</td>
<td>9,512.0</td>
<td>13,348.7</td>
<td>4,223.5</td>
</tr>
</tbody>
</table>

Source: MRFR Analysis

The 3D animation infrastructure comprises various components including hardware, software, and services. The hardware segment in the global 3D animation market has been further segmented into motion capturing systems, workstations, and video cards and GPU. Motion capturing systems transfer the movements of real-life actors or objects to digital characters or objects. Motion capturing systems are mostly used to track different human movements such as facial expressions and lip movements digitally. 3D animation software enables designers to create objects and give them motion in virtual 3-dimensional space. 3D animation software offers a wide range of functions.
including 3D modeling, rendering, and motion capture of objects. The software segment has been
sub-segmented into SDK, plug-in software, and platforms. 3D animation platforms offer designers
and developers with tools and functionalities to develop 3D animation-based software and perform
different tasks required for creating 3D animated videos. 3D animation platforms offer functions of
3D modeling, 3D rendering, and adding visual effects to films.

The technology used for 3D animation covers 3D modeling, motion graphics, 3D rendering, visual
effects, and others. Popular 3D modeling software in the 3D animation market include Maya by
Autodesk, Cinema4D, Blender, and SketchUp among others. 3D modeling is an important step in the
process of 3D animation and widely used for different applications.

Regional Analysis

Global 3D Animation Market, by Region, 2017 (%)

<table>
<thead>
<tr>
<th>Region</th>
<th>Market Share</th>
<th>Market Value (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>42.1%</td>
<td>4,991.7 million</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>17%</td>
<td>3,799.95 million</td>
</tr>
<tr>
<td>Europe</td>
<td>18%</td>
<td>3,991.7 million</td>
</tr>
<tr>
<td>Rest of the World (ROW)</td>
<td>32%</td>
<td>3,991.7 million</td>
</tr>
</tbody>
</table>

Source: - MRFR analysis

The 3D animation market, by region, has been segmented into North America, Europe, Asia-Pacific,
the Middle East & Africa, and South America. North America accounted for the largest market share
of 42.1% in 2017, with a market value of USD 4,991.7 million; the market is expected to register a
CAGR of 13.6% during the forecast period. Asia-Pacific was the second-largest market in 2017,
valued at USD 3,799.95 million; the market is expected to register the highest CAGR of 16.5%.

The presence of major key players such as Adobe, Autodesk Inc., and Image Metrics are expected
to drive the growth of the 3D animation market in the North America region. Moreover, growing
demand for 3D animation from film industry in the US and Canada.

Companies Covered

The key players of the global 3D animation market are Autodesk, Inc. (US), Image Metrics, Inc.
(US), Corel Corporation (Canada), Pixologic Inc. (US), Maxon Computer (Germany), NewTek
Inc. (US), Toon Boom Animation Inc. (Canada), SideFX. (Canada), Foundry Visionmongers
Ltd (UK), Trimble Inc (US), Adobe Systems Inc. (US), Sony Corporation (Japan), and NVIDIA
Corporation (US)

Key Developments

- **In January 2019**, NVIDIA Corporation partnered with Autodesk to bring 3D animation 6K video editing to
laptops. The companies together provide GPU-accelerated ray tracing with Maya, Autodesk Arnold and 3ds Max. This
will increase the performance speed in laptops as compared to that of desktop PCs.

- **In January 2019**, Google LLC partnered with Sony Pictures Imageworks to launch OpenCue, an open-source
render manager. This will allow Google to enhance its rendering processes.

- **In January 2019**, Adobe Systems Inc. acquired
Allegorithmic, a French company, and maker of Substance, the industry standard for 3D textures and material creation in games and videos post-production. This acquisition allows the former to enhance the capabilities of its products and empower video game creators and VFX artists, among others.

- **In March 2019**, Foundry Visionmongers Ltd launched Modo 13, a 3D modeling tool which strengthens modeling, animation and rendering capabilities. It has introduced GPU rendering with its first iteration of AMD Radeon ProRender.

- **In April 2019**, Maxon Computers acquired Redshift Rendering Technologies, Inc., a final frame rendering solutions provider. This acquisition was aimed at strengthening Maxon’s product and service offerings.

**Market Segmentation**
- By Component—Hardware, Software and Services
- By Technology—3D Modelling, Motion Graphics, 3D rendering, Visual Effects, and others, System Integration & Deployment, and Support & Maintenance.
- By End-User—Media & Entertainment, Education, Healthcare, Architecture, and Others.

**Key questions addressed by the report**
- What was the historic market size (2017)?
- Which segmentation (Component / Technology / End-Users) is driving market?
- What will be the growth rate by 2024?
- Who are the key players in this market?
- What are the strategies adopted by key players?
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