

Nicolas Edmery

Film Analyst

European Audiovisual Observatory

theatrical!

Key figures on animation films

fiction!

MIFA | Marché International du Film d'Animation, Annecy

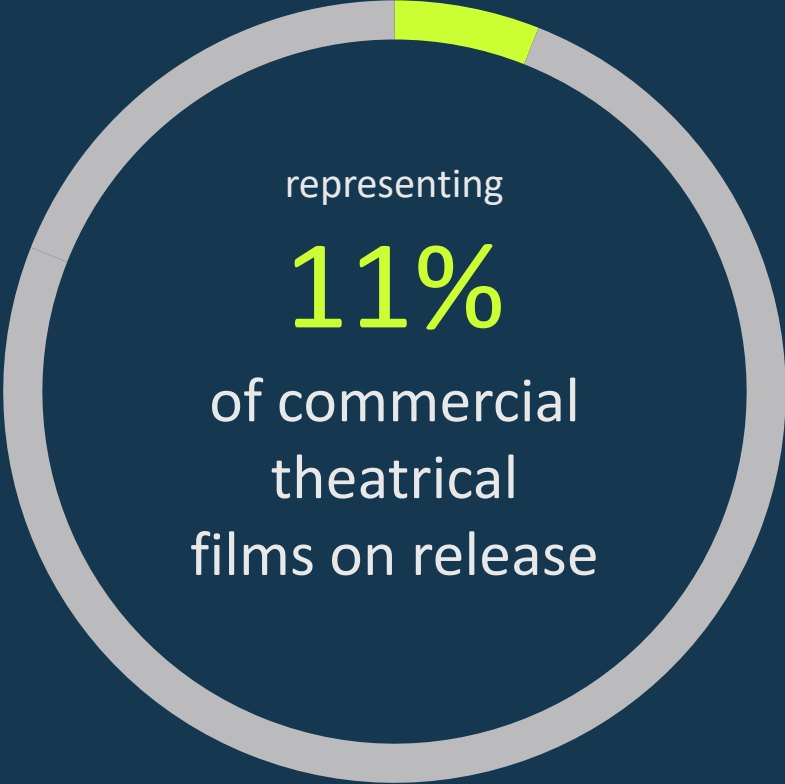
24 June 2026



01 **State** of theatrical animation films **worldwide**

- Animation films account for small share of films but **significant share of admissions**
- 2025 became a post-pandemic **record year** for animation results
- This dynamic was mostly driven by **Chinese** and **Japanese** results
- **European** animation films are **exported** worldwide

About **500**
animation films on
commercial release
per year worldwide



representing
11%
of commercial
theatrical
films on release

Methodology remarks:

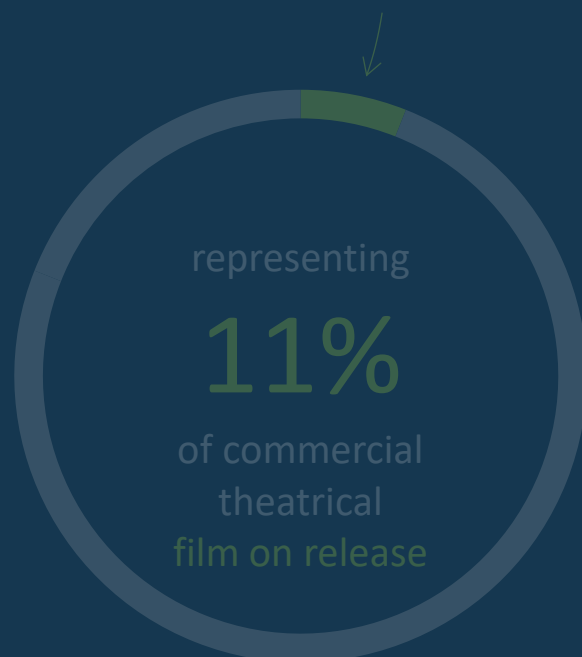
- Only films on commercial release, i.e. selling at least 1000 admissions
- Data refer to time period 2022 to 2025
- Covers 49 markets worldwide
- As registered in LUMIERE

Related sources:

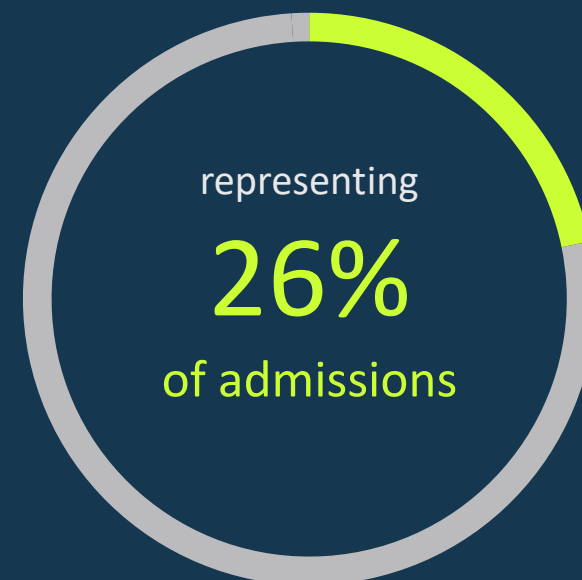
LUMIERE

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About **500**
animation **films on**
commercial release
per year worldwide



selling
900 m
tickets
per year
worldwide

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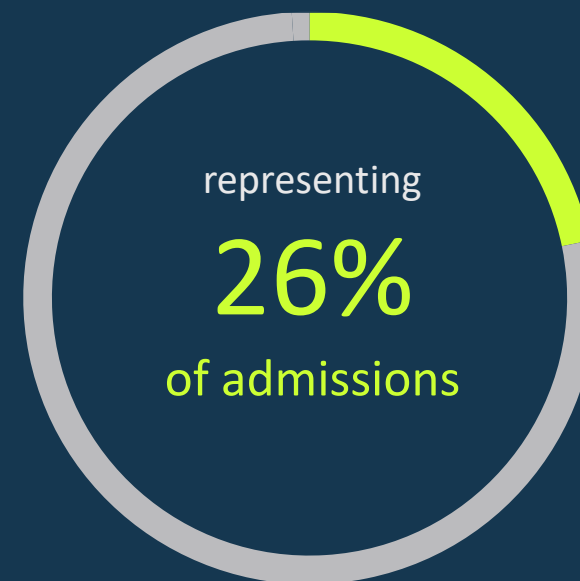
LUMIERE

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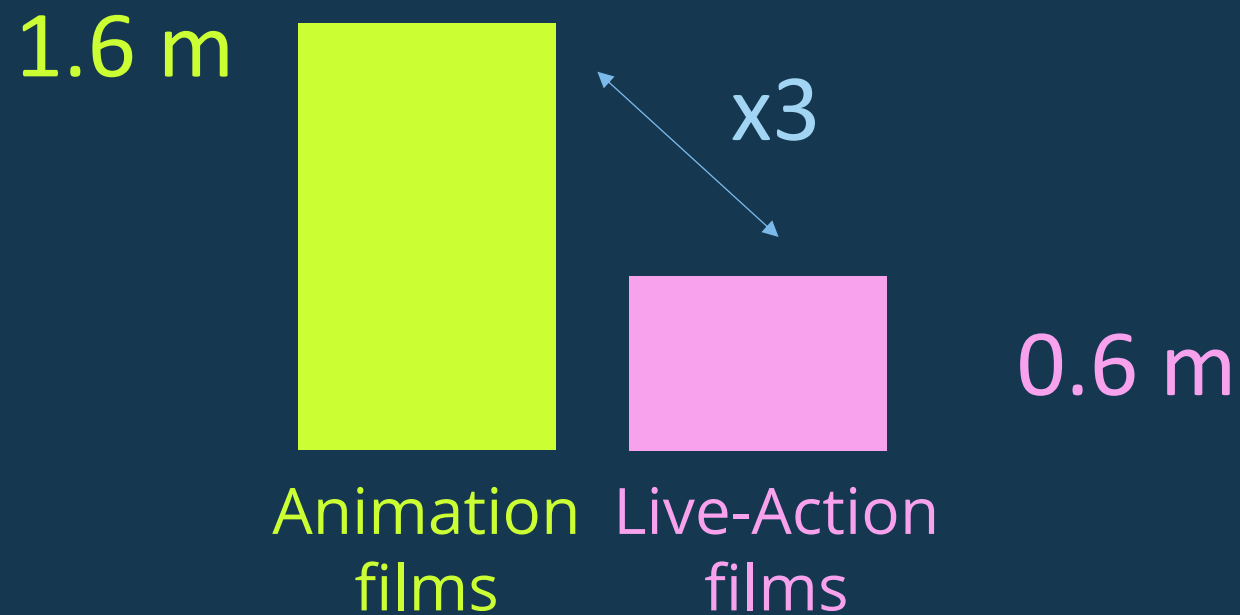
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Related sources:

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Admissions per film: how many admission, on average, a film will make in a year



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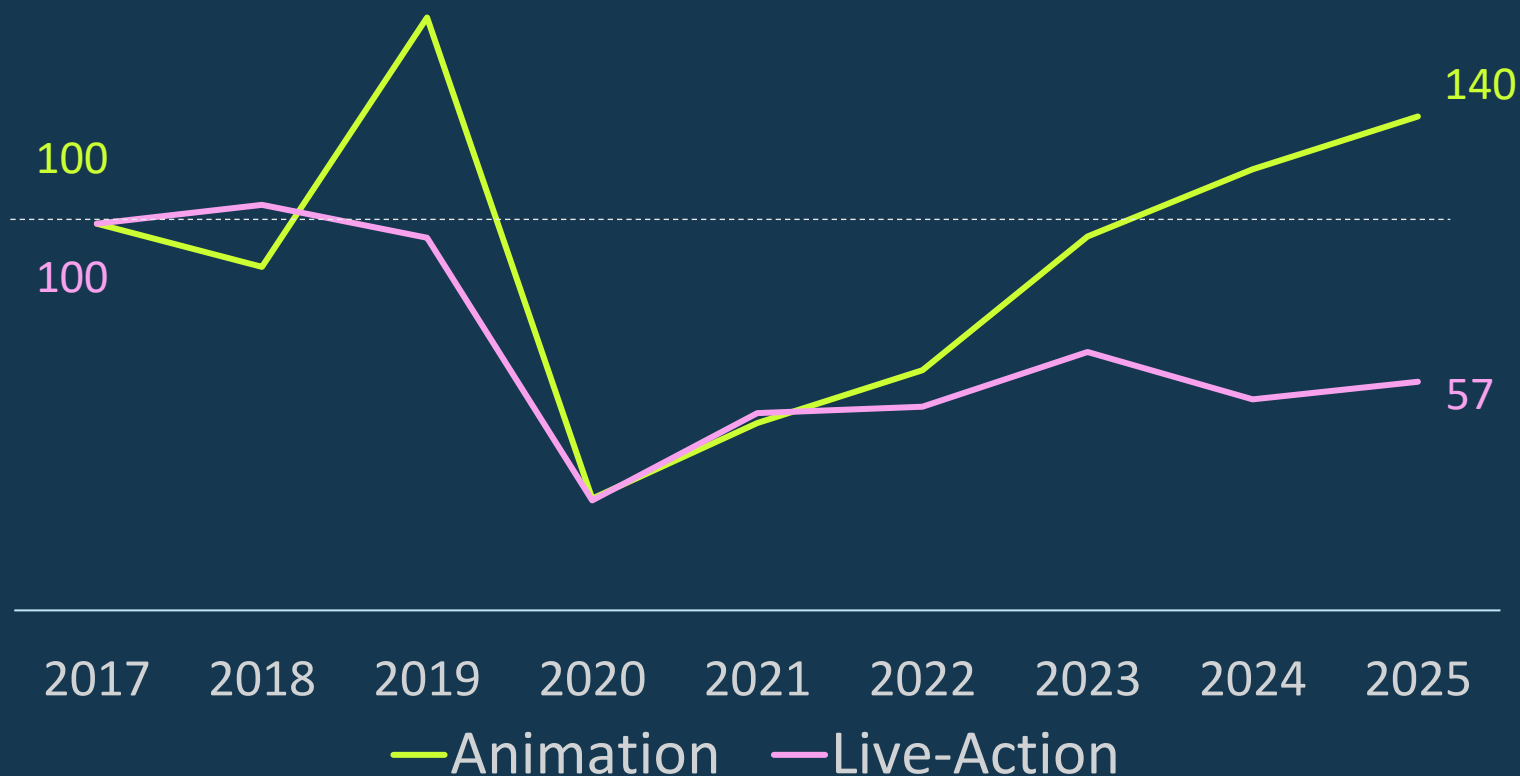
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In 2025, Admissions to animation films came close to the 2019 record level

Index 100 = 2017



In stark contrast to live-action fiction films' decline

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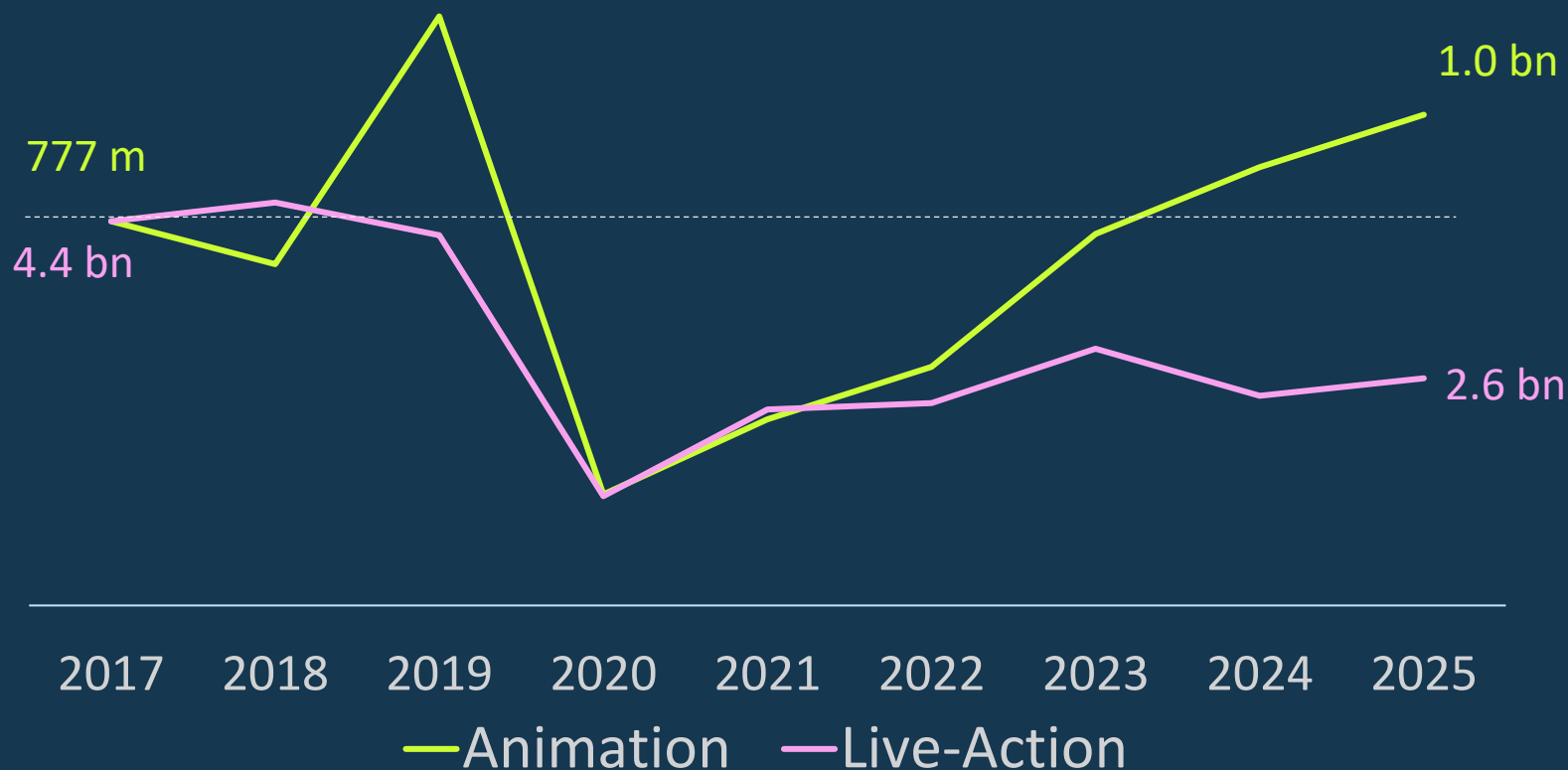
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In stark contrast to live-action fiction films' decline

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Related sources:

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2025 Market shares



Methodology remarks:

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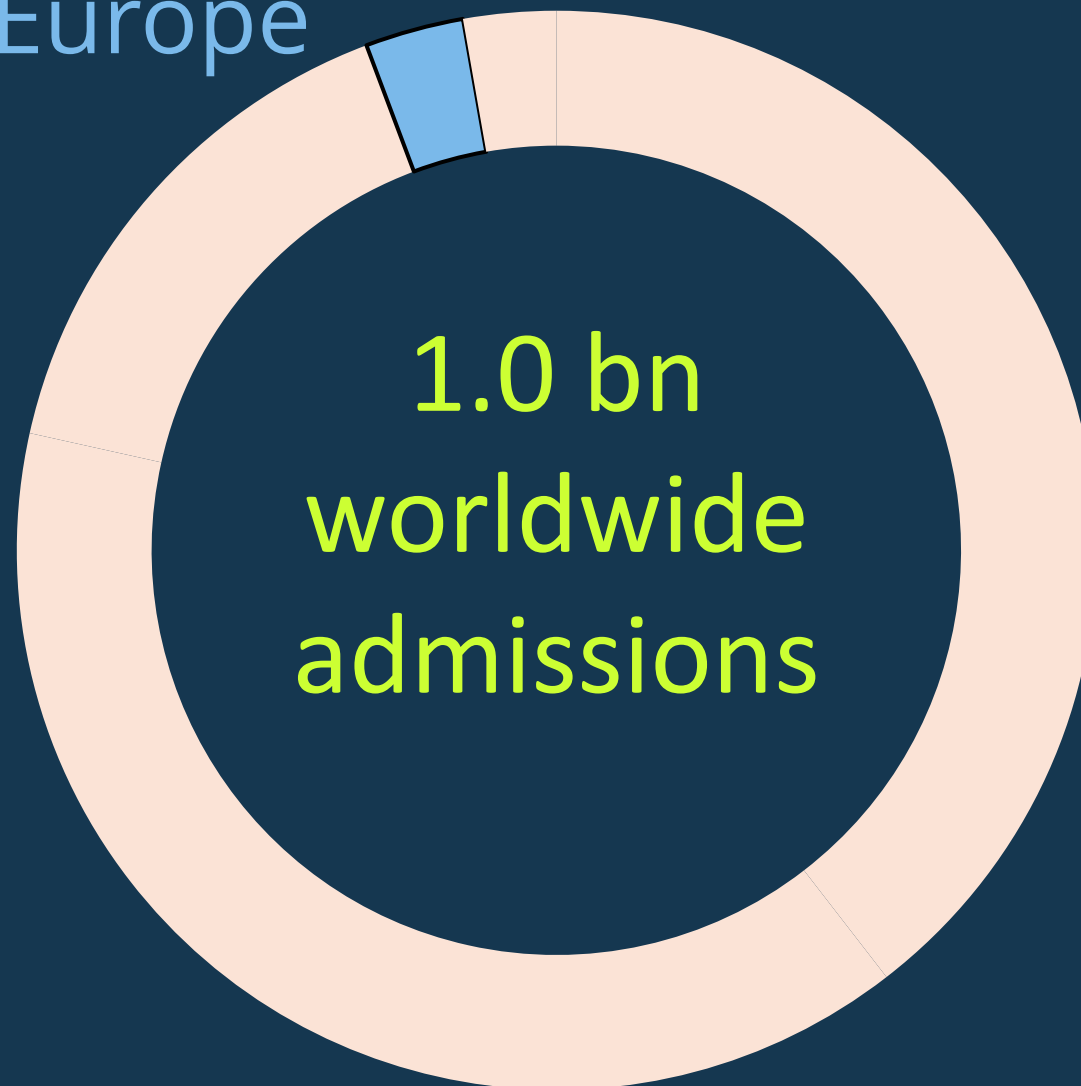
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2025 Market shares

3% Europe



Methodology remarks:

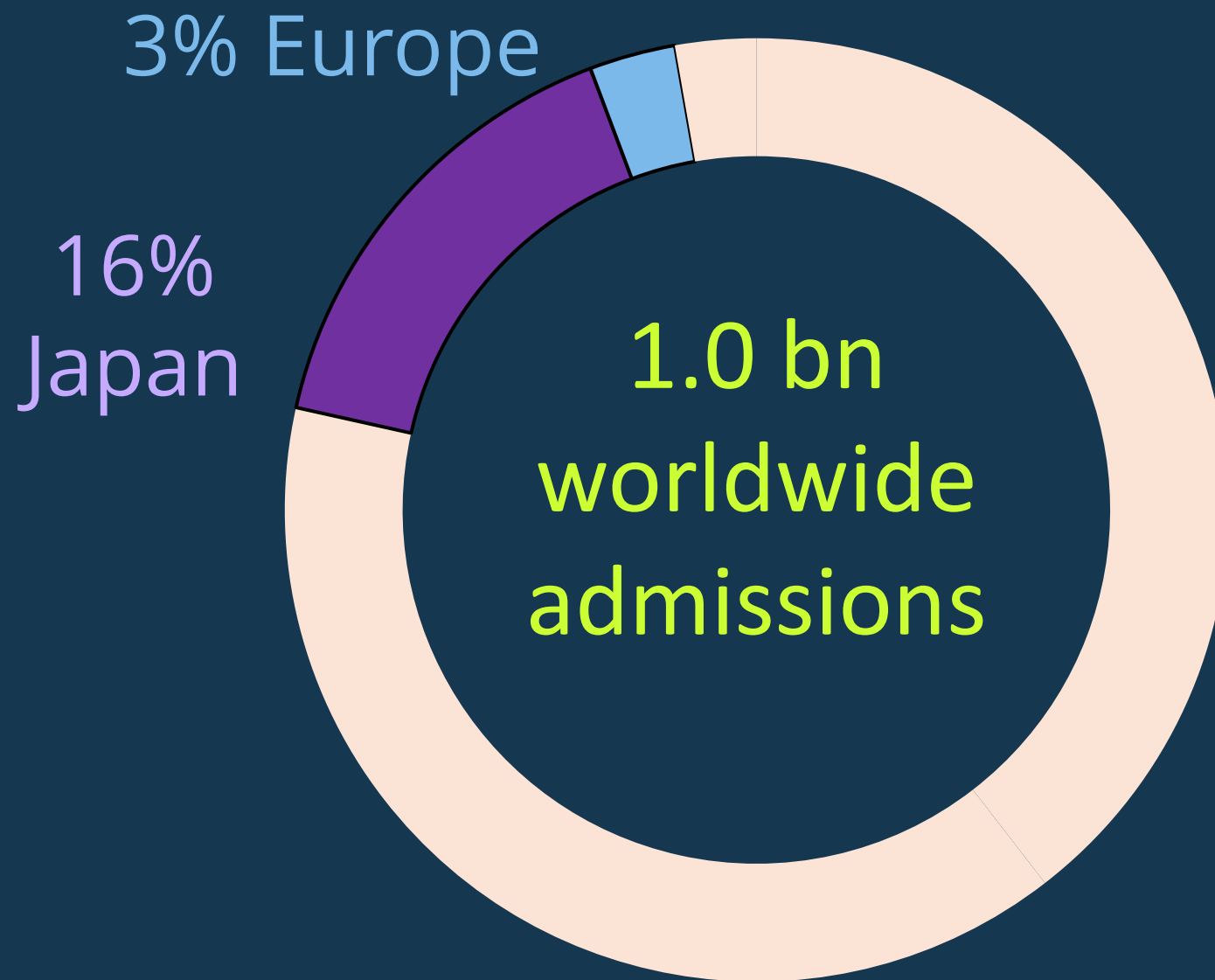
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2025 Market shares



Methodology remarks:

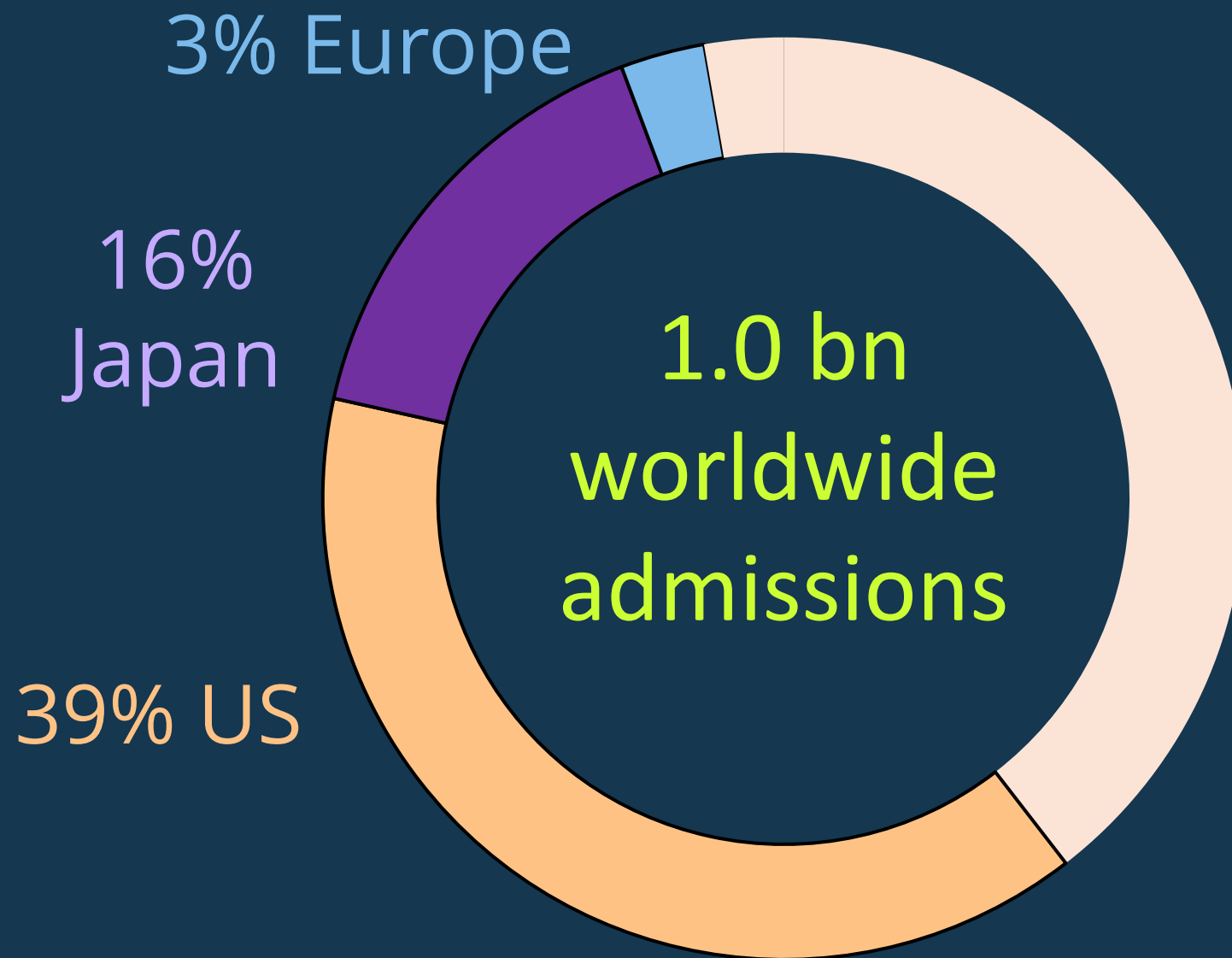
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2025 Market shares



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2025 Market shares

3% Europe

16% Japan

39% US

40% China

1.0 bn
worldwide
admissions



Methodology remarks:

- Data refer to 2025
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Market shares

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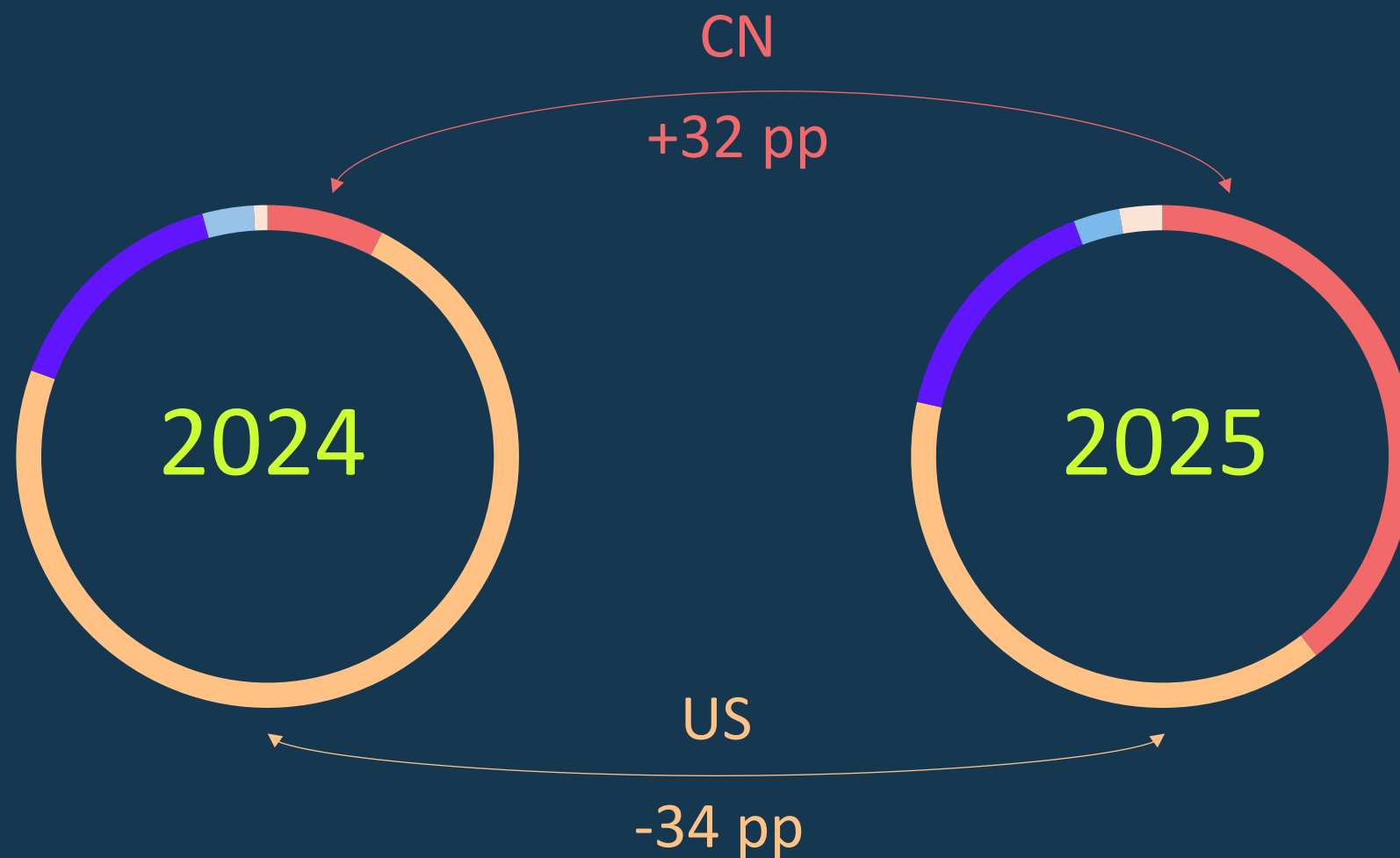
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Market shares



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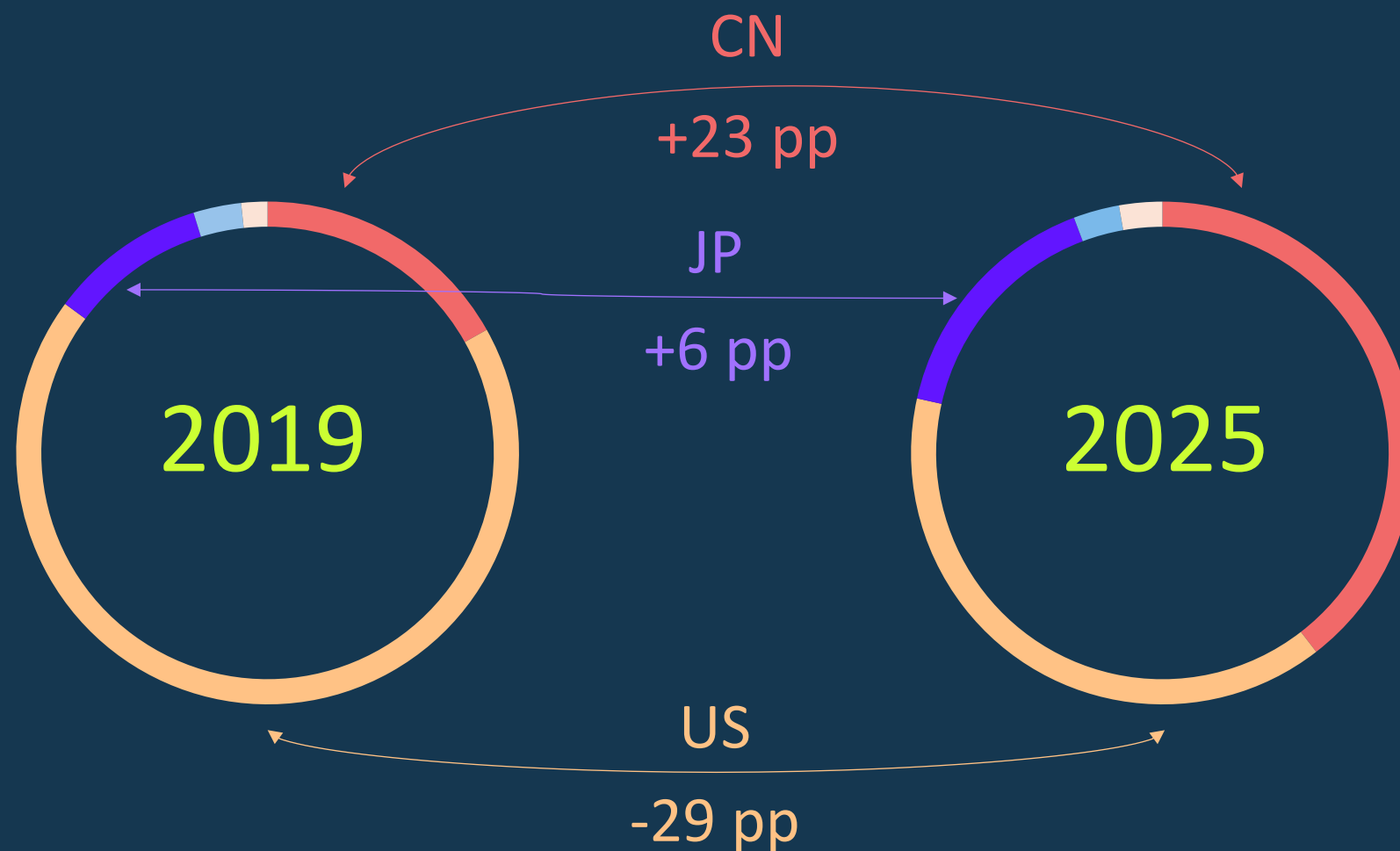
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Market shares



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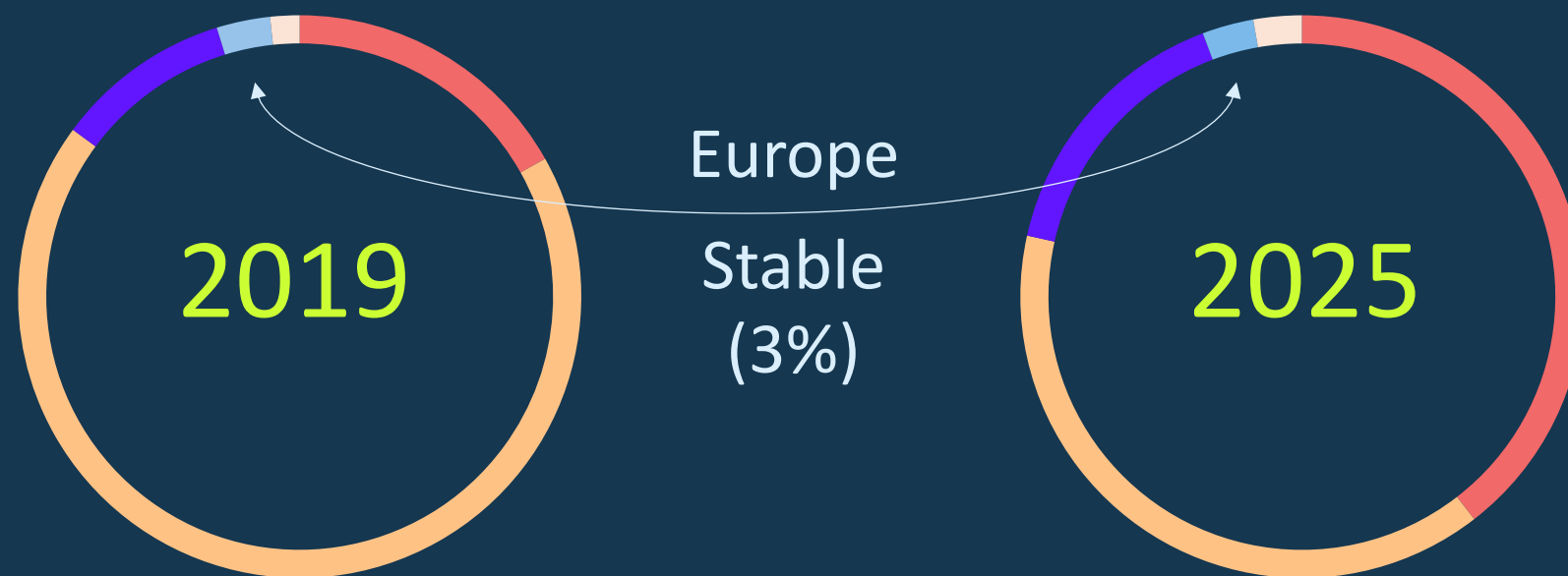
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Market shares



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Admissions

428 m

422 m

171 m

EXPORT

1%

78%

60%

CONCENTRATION
(TOP 5 Films)

99%

67%

76%

Methodology remarks:

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Admissions

428 m

422 m

171 m

31 m

EXPORT

1%

78%

60%

69%

CONCENTRATION
(TOP 5 Films)

99%

67%

76%

47%

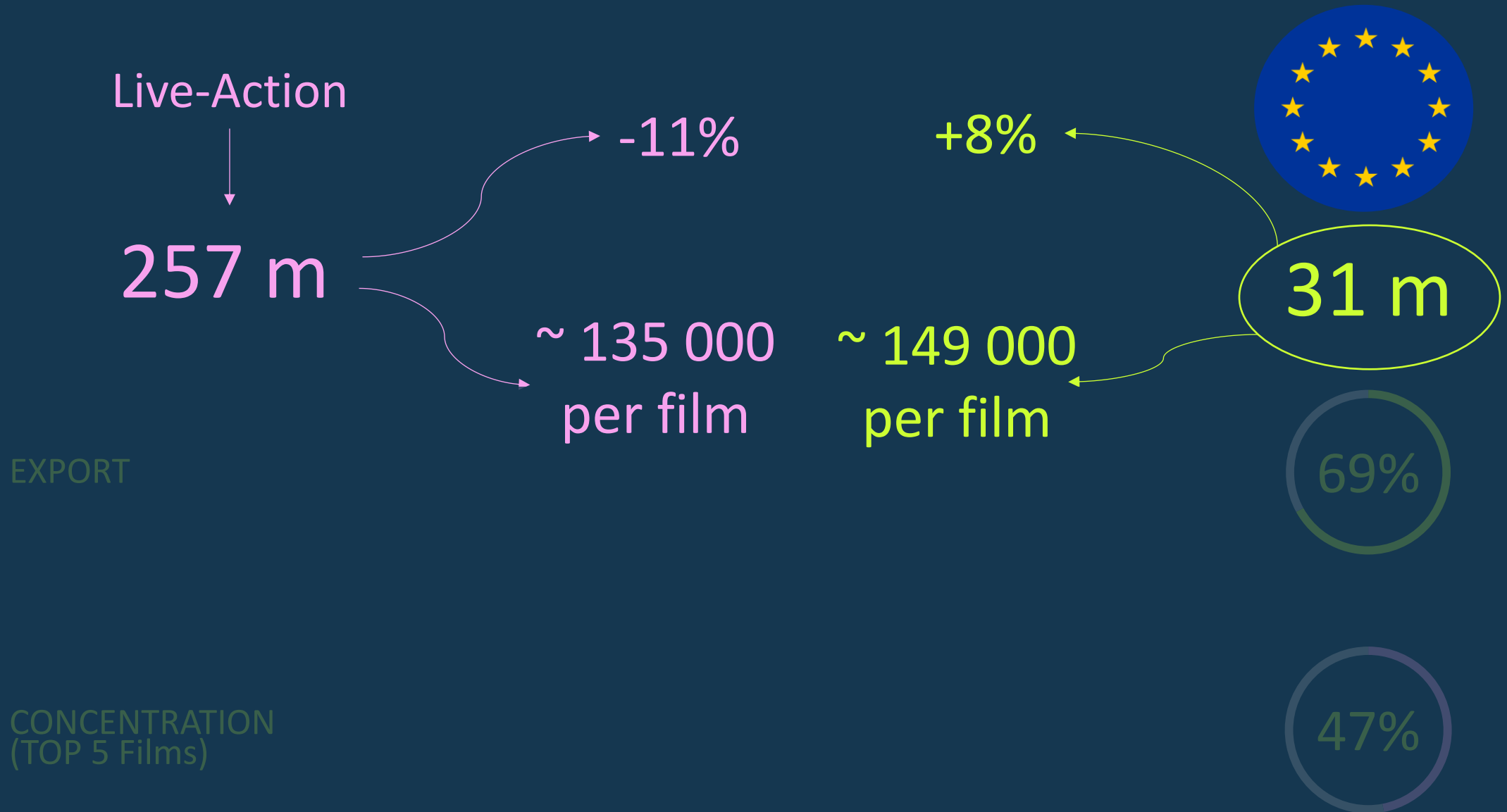
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EXPORT

CONCENTRATION (TOP 5 Films)

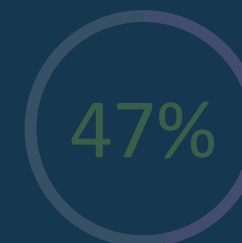
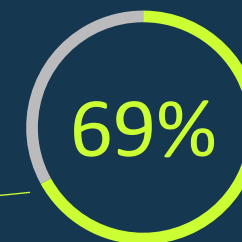
38%
elsewhere



62% in
Europe



31 m



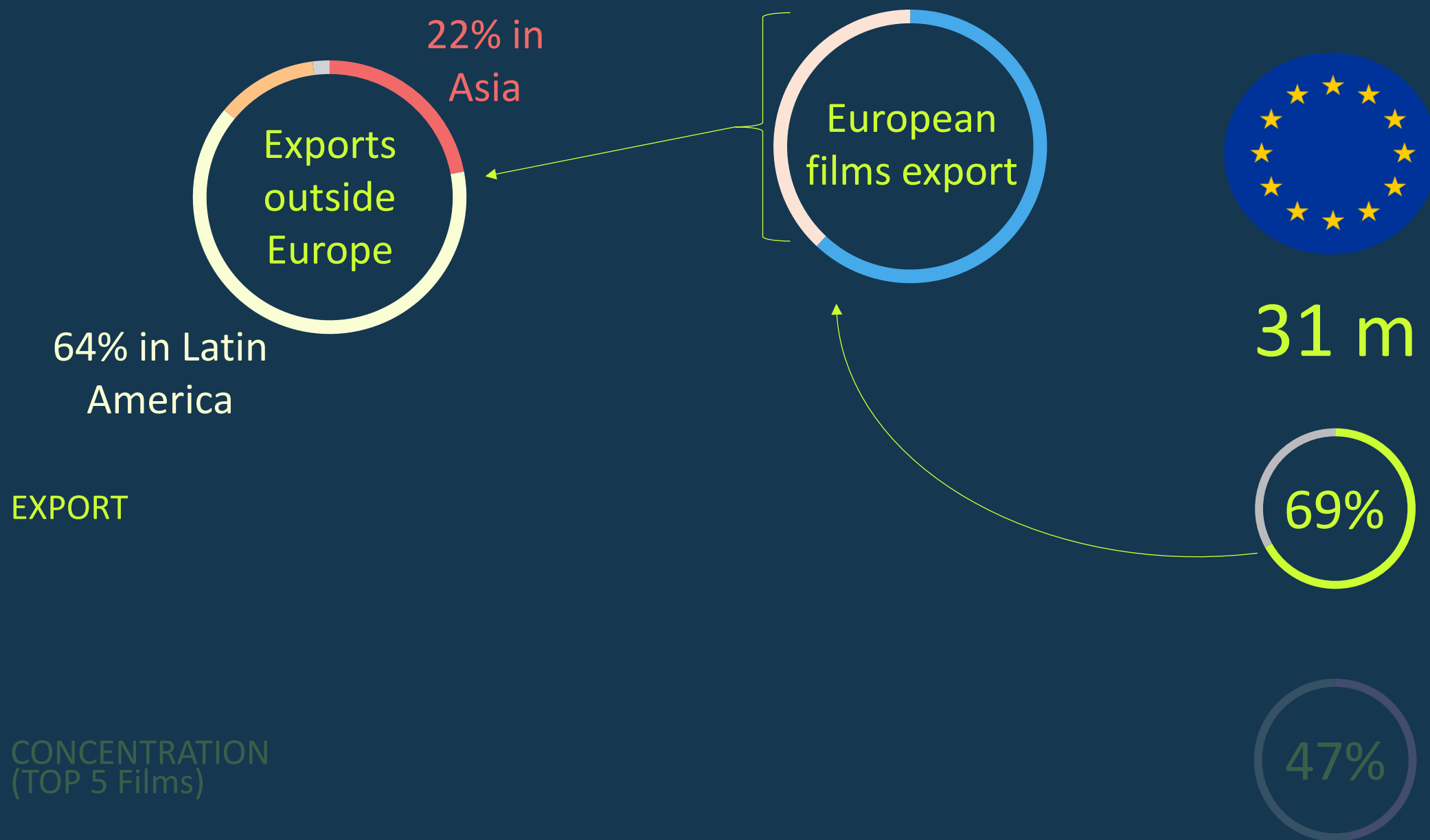
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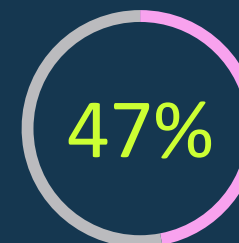
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EXPORT

CONCENTRATION
(TOP 5 Films)



31 m



Methodology remarks:

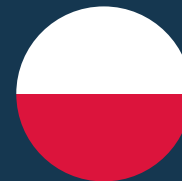
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Occasionally

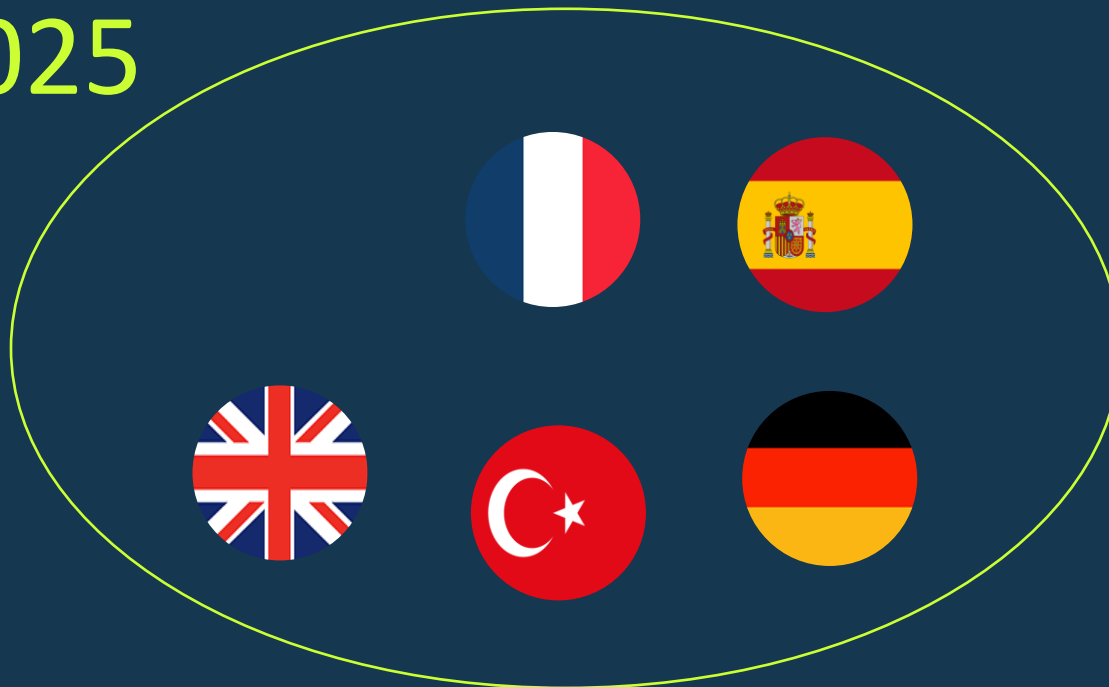


31 m

2022-2025

EXPORT

~ 70%



62%

47%

CONCENTRATION
(TOP 5 Countries)

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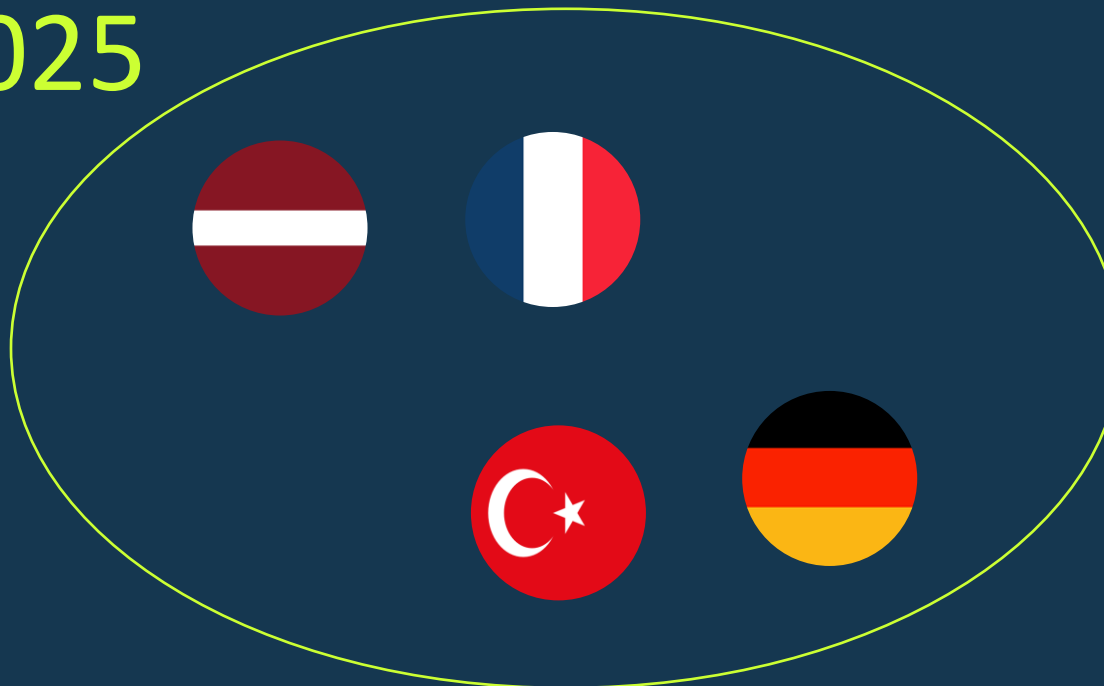
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EXPORT

**CONCENTRATION
(TOP 5 Countries)**

2025



31 m

62%

47%

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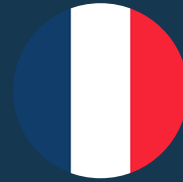
TOP 3 European Animation Films worldwide in 2025, by admissions

18 biggest
animation
film
worldwide
in 2025



1

7.2 m



2

2.5 m



3

2.0 m

x3

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Key figures on

01 **State** of theatrical animation films **worldwide**

02 **Focus: European** market

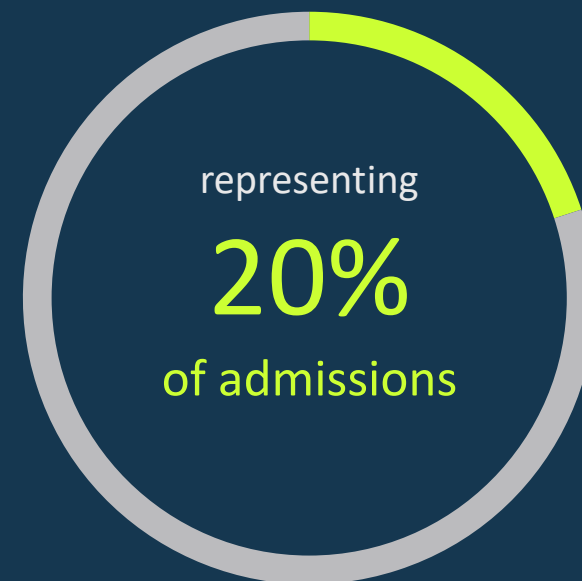
02 Focus: European market

- ❑ Admissions for animation films in Europe fell due to a poor performance of US films
- ❑ Animation series represent a larger share of catalogues than animation films
- ❑ Animation films tend to attract audiences both in theatres and on SVOD platforms
- ❑ Since 2022, the number of kids channel has progressively decreased

About
340
animation **films**
on commercial release
per year in Europe



selling
154 m
tickets
per year in
Europe

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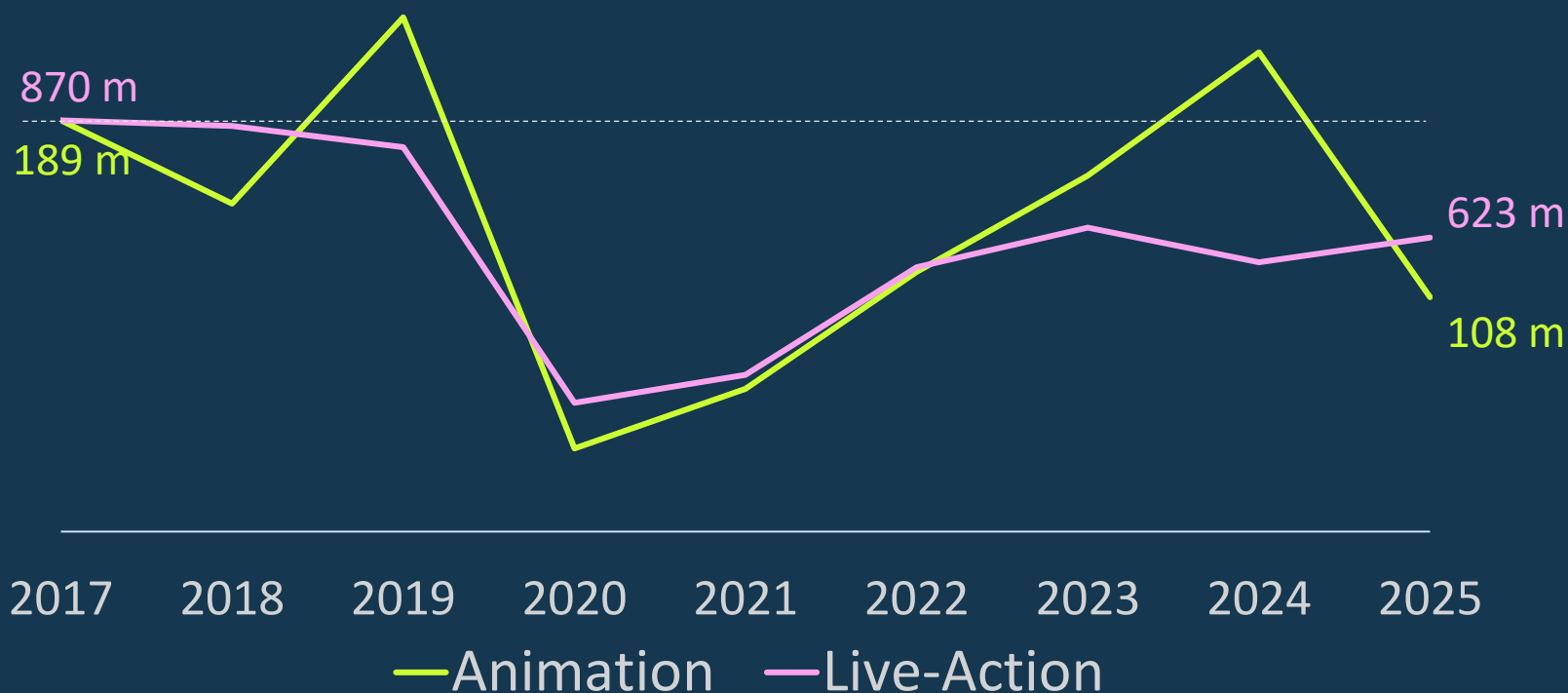
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Admissions to animation films registered in 2025 their biggest fall since the pandemic

Index 100 = 2017



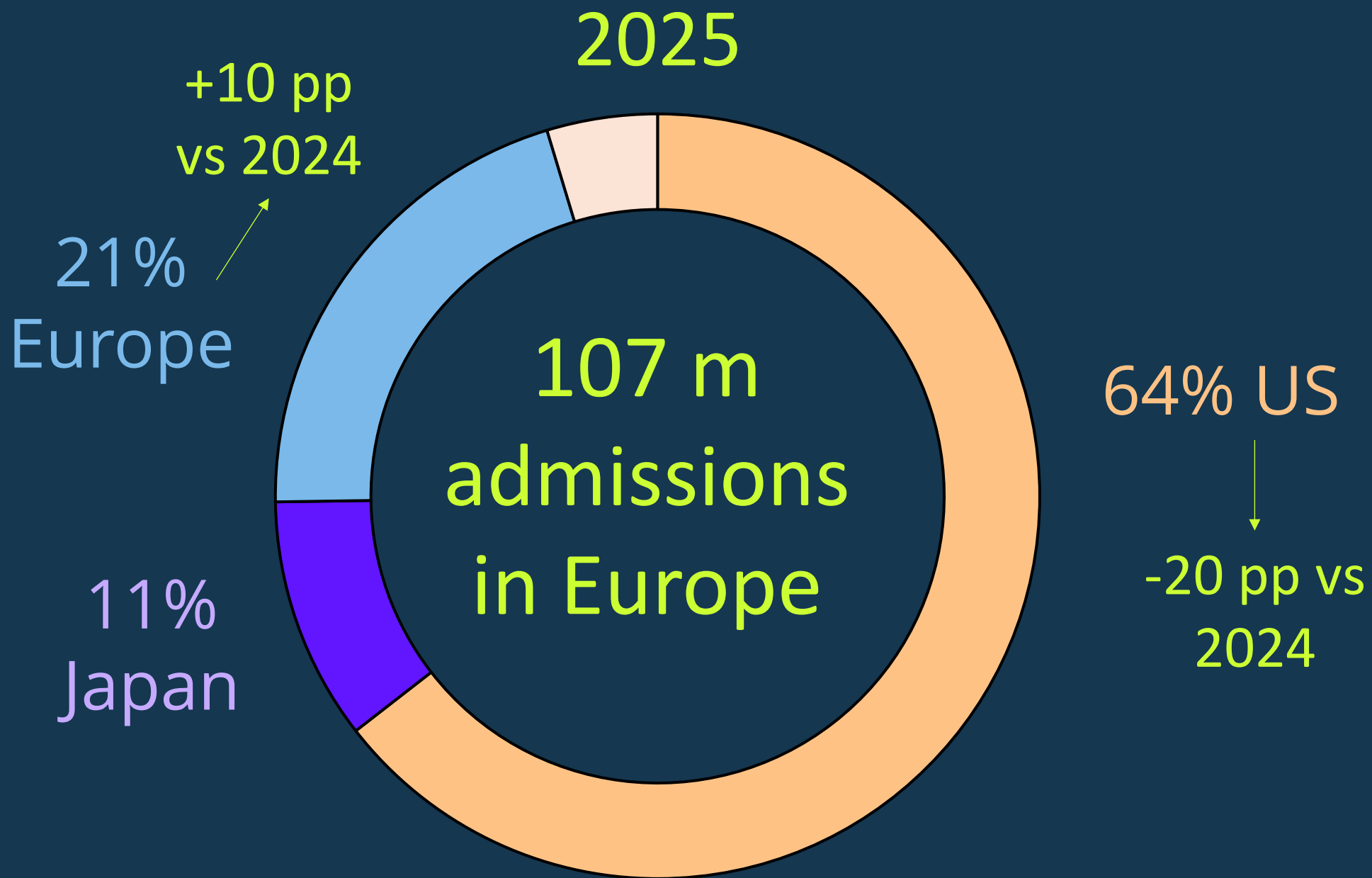
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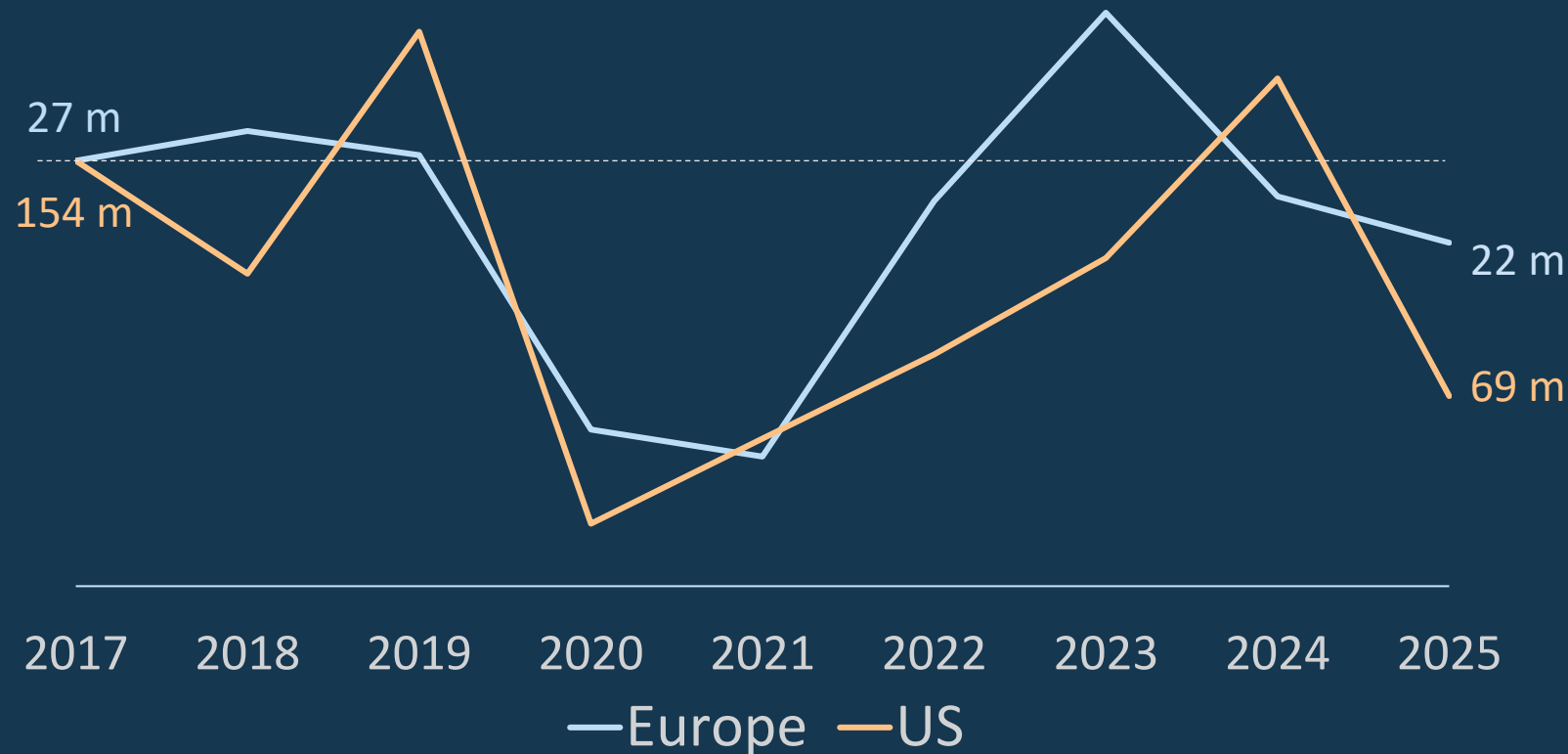
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Market share evolution mostly due to the fall of US results

Index 100 = 2017



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TOP 5 Animation Films in Europe in 2025, by admissions

Rank	Original Title	Directors	Admissions
1	Zootopia 2	 Jared Bush, Byron Howard	27.1m
2	The Bad Guys 2	 Pierre Perifel, JP Sans	8.9m
3	Mufasa: The Lion King	 Barry Jenkins	8.7m
4	Inside Out 2	 Brad Pitt, Brad Pitt	8.6m
5	Moana 2	 Ron Clements, John Musker	8.5m



1

51 m



2

32 m



3

29 m

Methodology remarks:

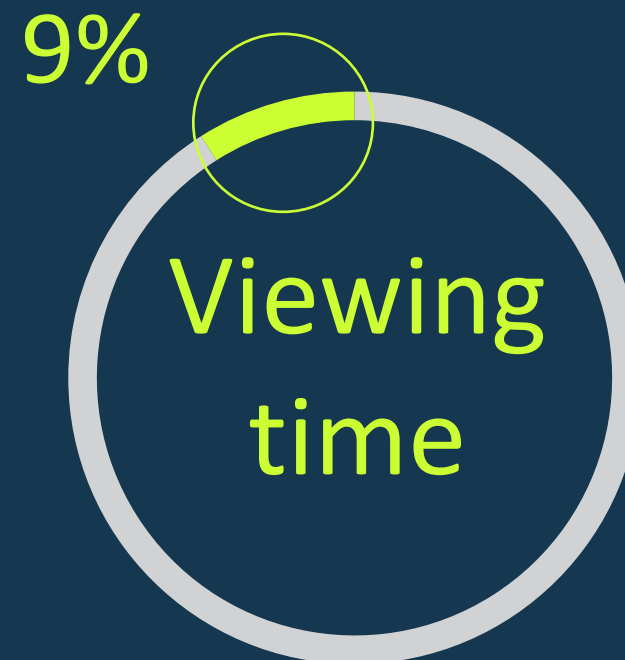
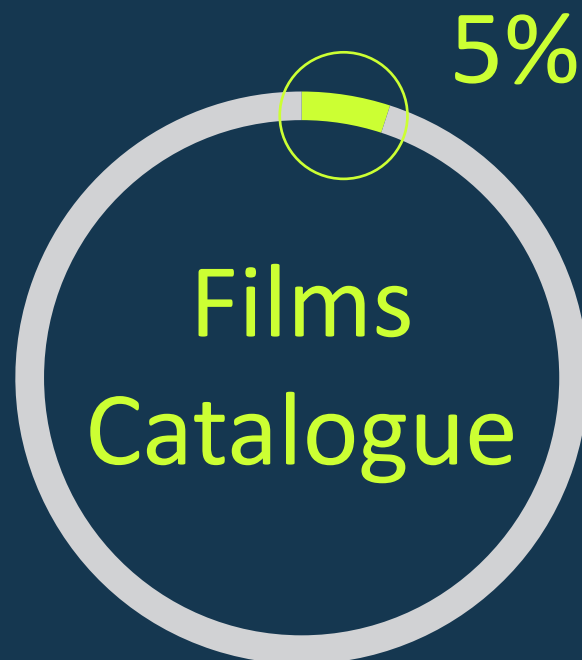
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Related sources:

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SVOD – Film presence and consumption in 2024



Methodology remarks:

- Catalogue data came from 794 SVOD catalogues in 25 EU countries. Collected in June 2024.
- Consumption data came from 4 main service providers, representing 9 SVOD country catalogues.

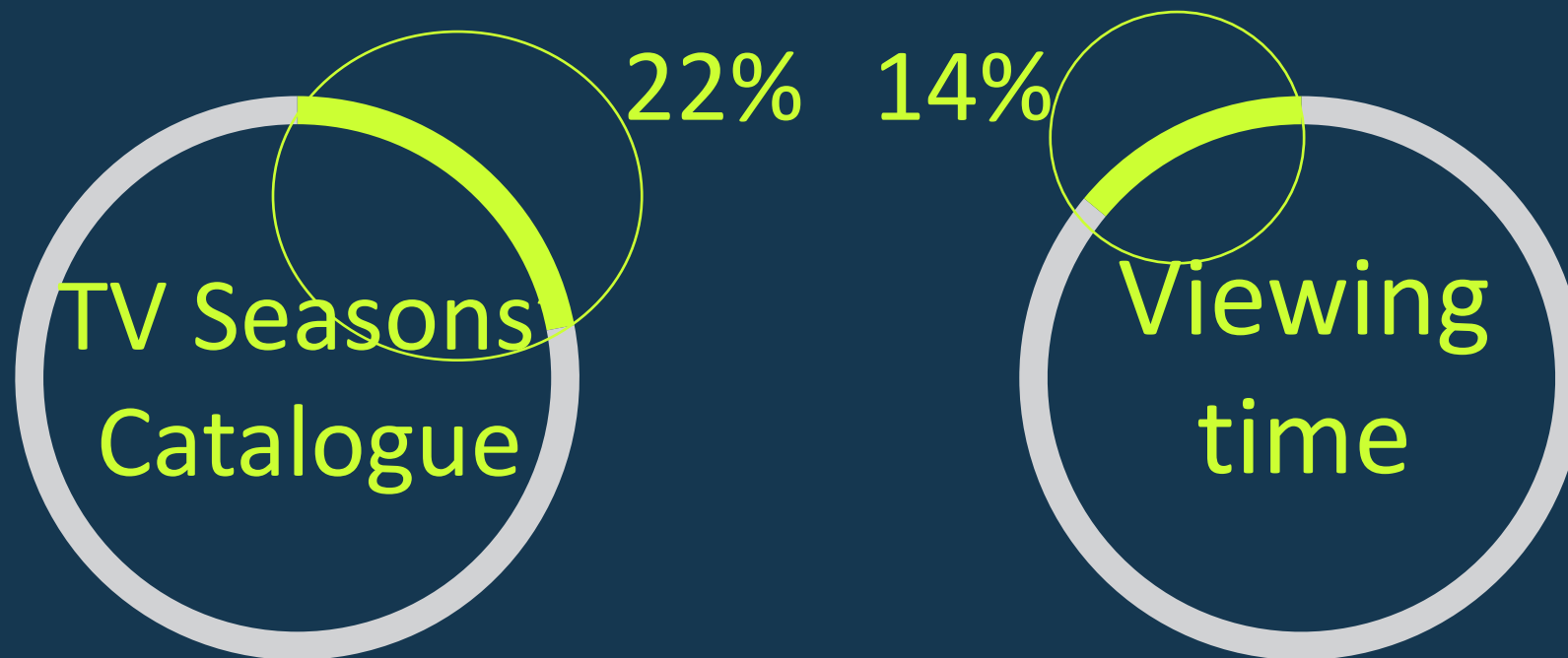
Related sources:

Lumière VOD

Digital I

[SVOD Usage report](#)

SVOD – TV Seasons presence and consumption in 2024



Methodology remarks:

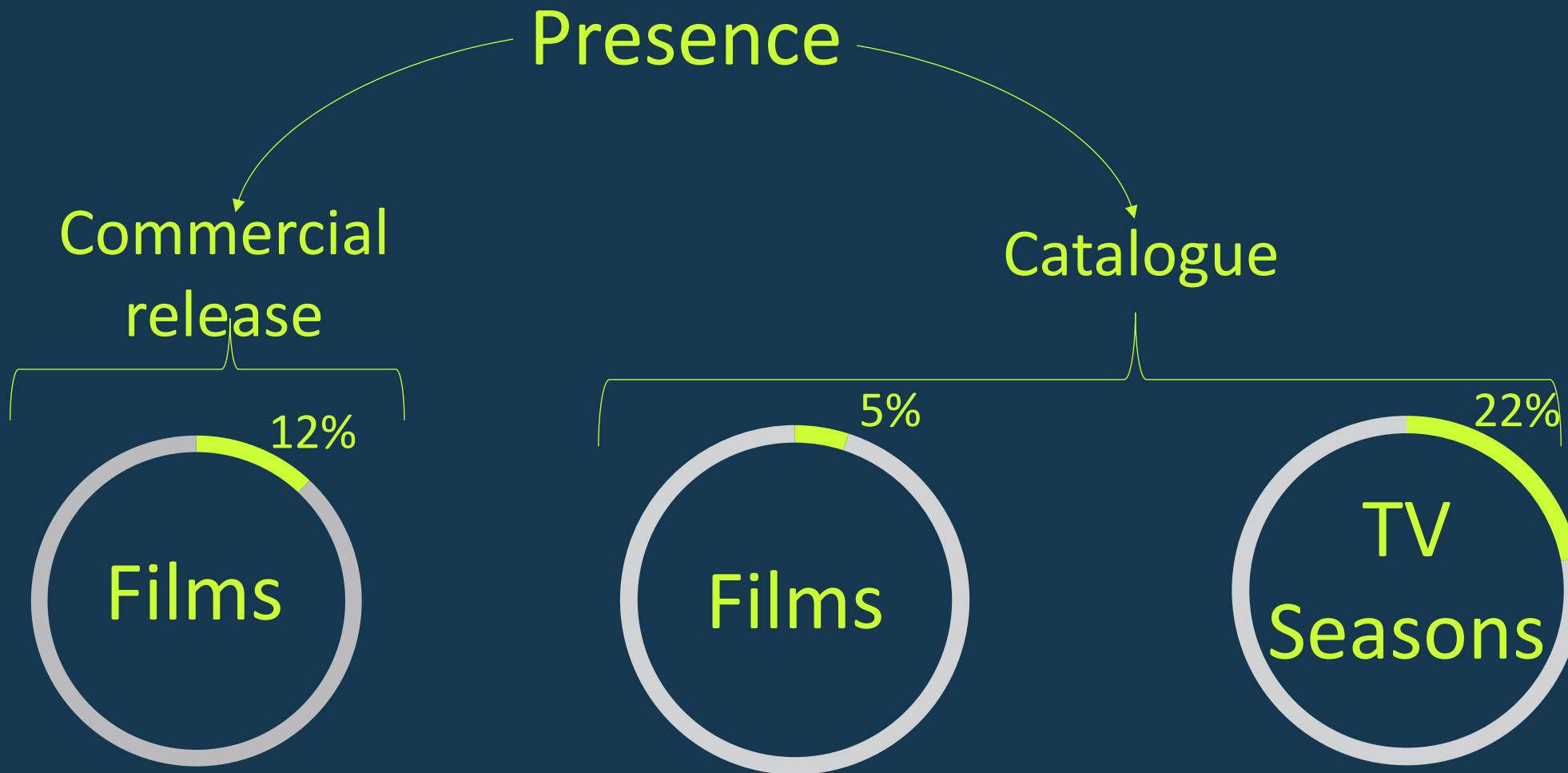
- Catalogue data came from 431 SVOD catalogues in 25 EU countries. Collected in June 2024.
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Related sources:

Lumière VOD

Digital I

[SVOD Usage report](#)



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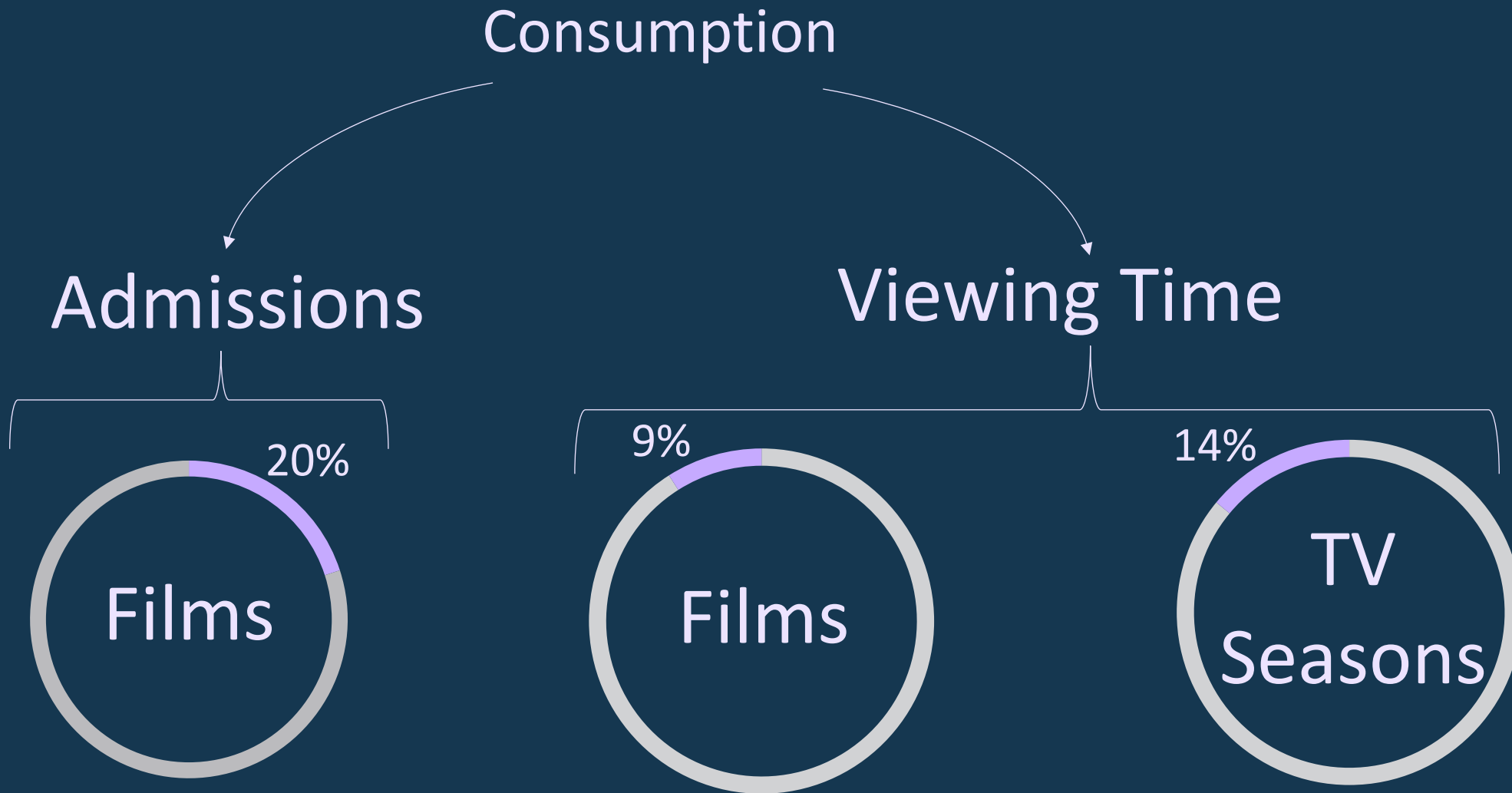
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Related sources:

Lumière VOD

Digital I

[SVOD Usage report](#)



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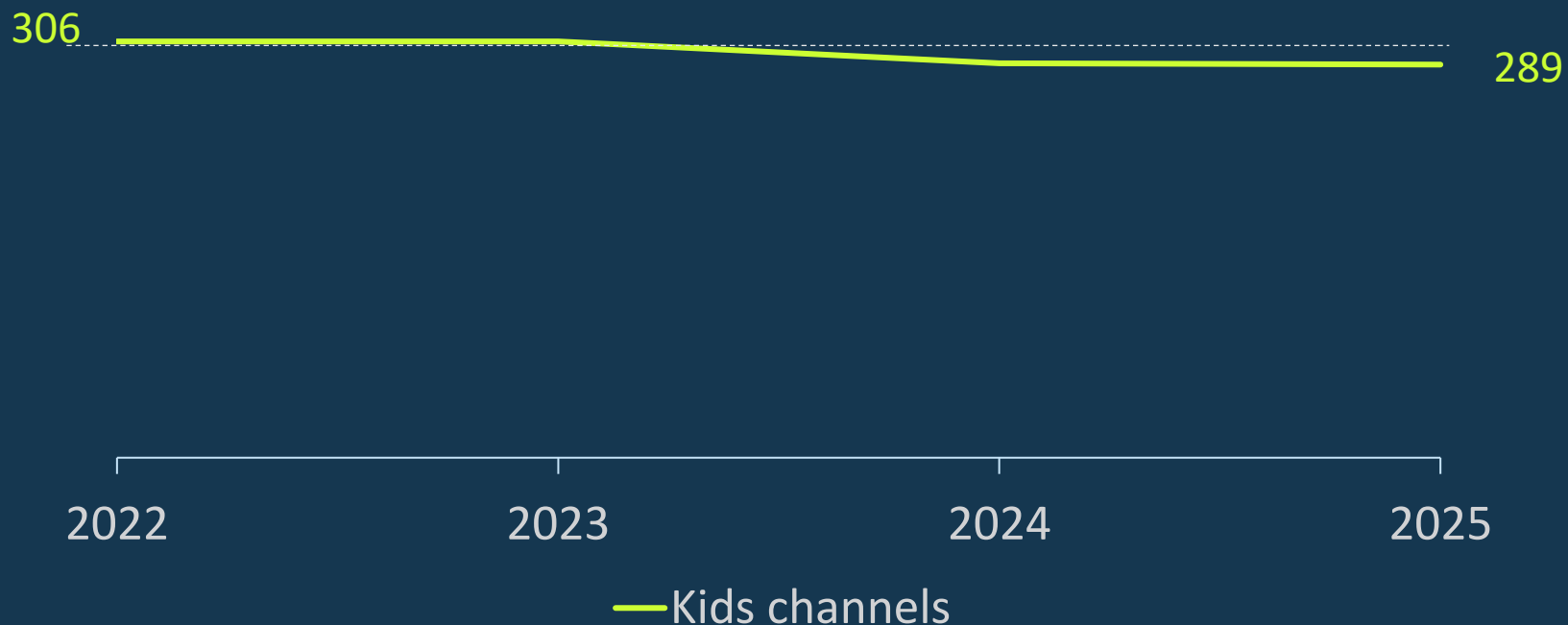
Lumière VOD

Digital I

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Number of kids channels has decreased slightly since 2022

Index 100 = 2017



Methodology remarks:

- Based on MAVISE data, that covers EU27, Albania, Armenia, Bosnia and Herzegovina, Georgia, Iceland, Liechtenstein, Montenegro, North Macedonia, the Republic of Moldova, Norway, Serbia, Switzerland, Türkiye, the United Kingdom and Ukraine (including microstates Andorra, Gibraltar, Greenland, Monaco, San Marino and Vatican City)

Related sources:

MAVISE

[Audiovisual media services in Europe](#)



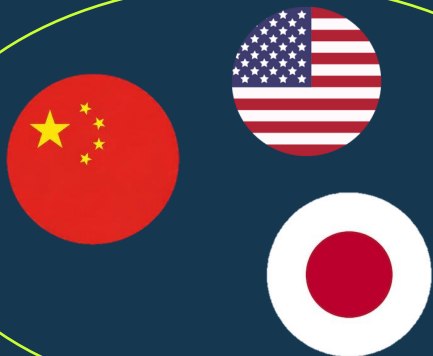
Admissions surge



High export shares



Admissions fall



SVOD Potential

Worldwide theatrical animation

By Nicolas
Edmery



SVOD Usage in the EU (all works)

By Christian Grece and
Jean-Augustin Tran



Lumiere

<https://lumiere.obs.coe.int/>

LumiereVOD

<https://lumierevod.obs.coe.int/>

Mavise

<https://mavise.obs.coe.int/>