



The 3D Model Economy in 2025

Exclusive Data from **CGTrader**



CGTrader is the world's largest 3D model marketplace



2.5M 3D models



12M 3D designers and users



Over 1M customers and 200 of Fortune 500 companies use CGTrader

Marketplace

Stock 3D model marketplace with 1M buyers

Modelry

Scalable 3D model creation platform for enterprise and e-commerce

CGDream

Cutting edge app that combines 3D models and generative AI

About the Report

Based on CGTrader's extensive dataset — including technical data from 2019 and market trends from July 2024 to June 2025 — this report provides a clear overview of current trends shaping the 3D model market, including 3D print and emerging technical shifts. It highlights profitability, pricing, and quality dynamics, helping designers and businesses understand where the strongest opportunities lie. Technical insights on file formats, Blender use, PBR practices, and AI-generated models add perspective on evolving workflows and buyer expectations.

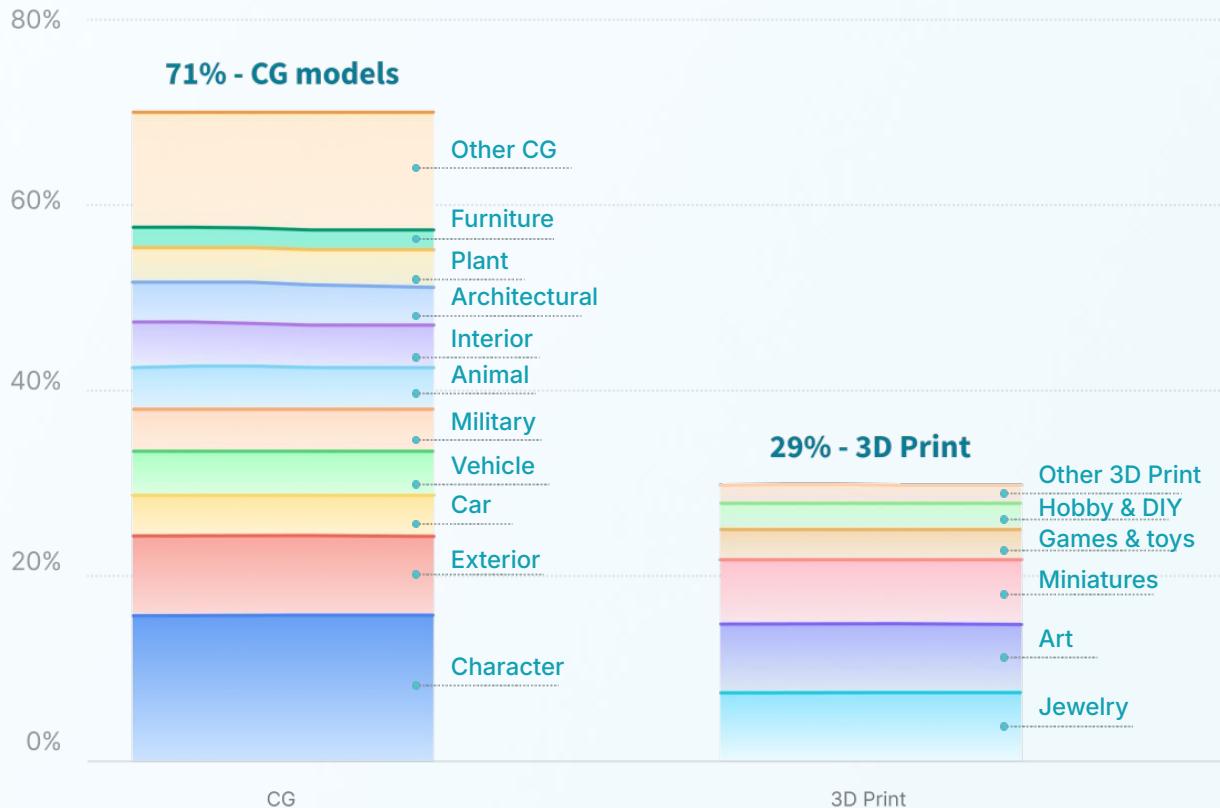
The goal is to give professionals practical, data-driven insights to guide creative, commercial, and technical decisions in today's fast-moving 3D ecosystem.

Report Agenda

- ▶ **3D Model Market Trends** - Profitability (per listing, sales volume, price, supply), pricing, yearly dynamics, and quality.
- ▶ **3D Print Model Market Trends** – Same scope as 3D models, with distinct vertical-specific insights.
- ▶ **Technical Trends** – File format activity (downloads/uploads), Blender usage, PBR adoption, and buyer reviews of AI-generated models.

Note: All graphs show indexed values (e.g., Sales Index, Price Index) — not actual figures. Index values are only comparable within the same index, not across different indices.

Revenue Landscape: Key Segments in CG and 3D Print



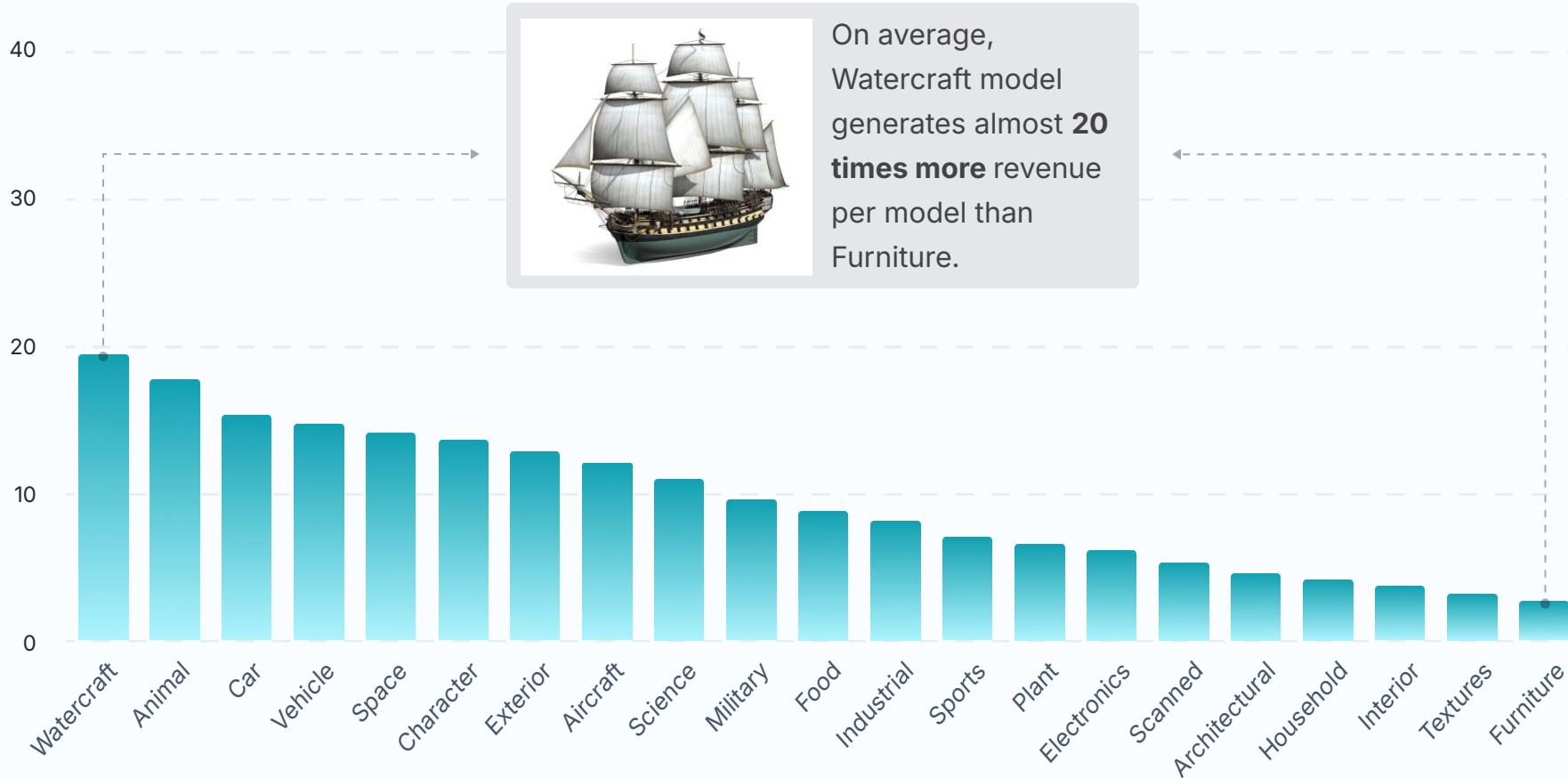
- 71% of revenue comes from computer-graphics (CG) assets.
- 3D-print-ready assets already capture 29% - almost doubling in the last 5 years
- Top category in CG is Character, but it is not an absolute leader - other categories command significant shares too.
- 3D Print demand is highly focused in Jewelry, Art and Miniature categories.



CG 3D Model Market Trends

Category Selection Strongly Impacts Revenue per 3D Model

Revenue per Model Index vs. Category



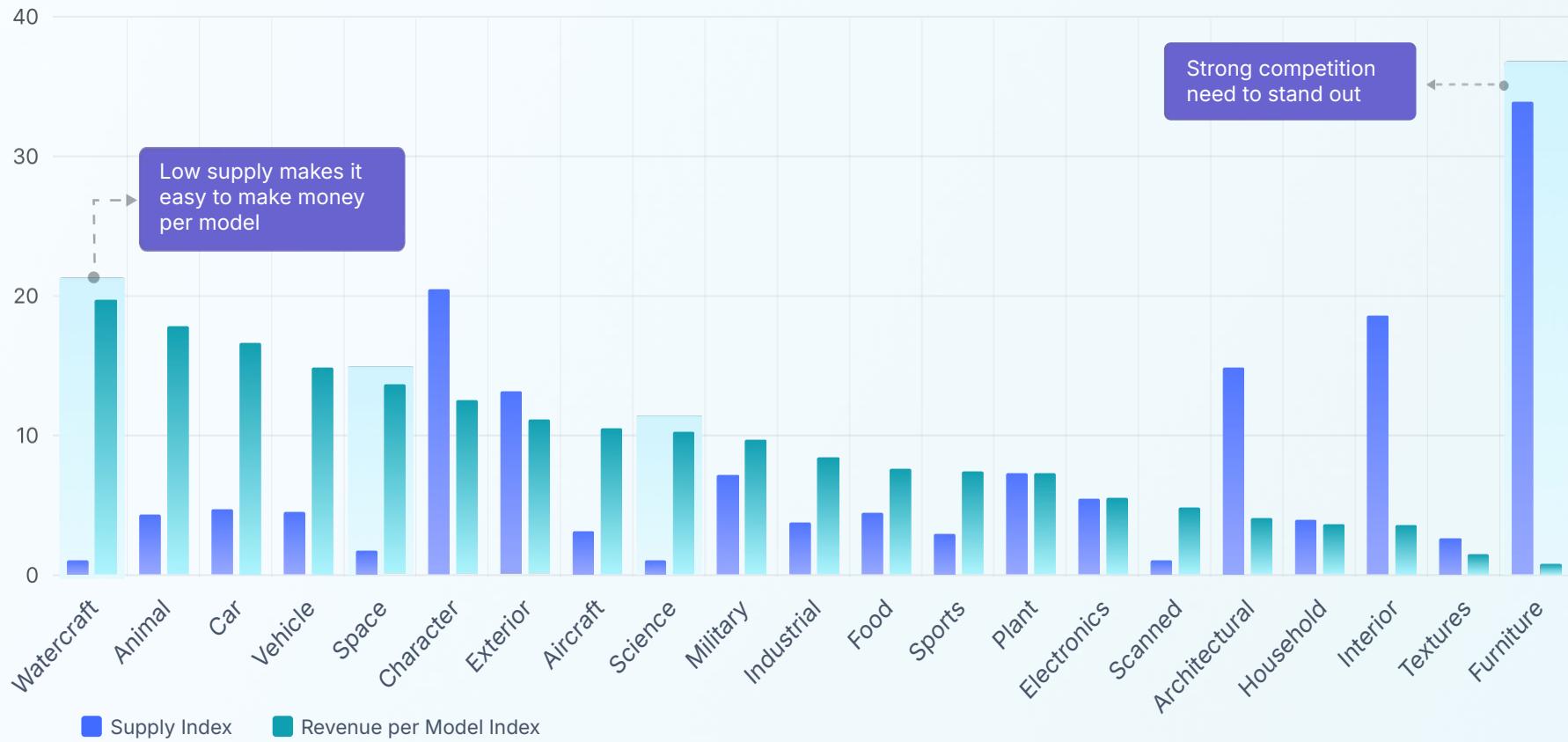
Demand vs. Profitability: Popular Categories Aren't Always the Most Profitable

Revenue per Model Index vs. Sales Volume Index by Category



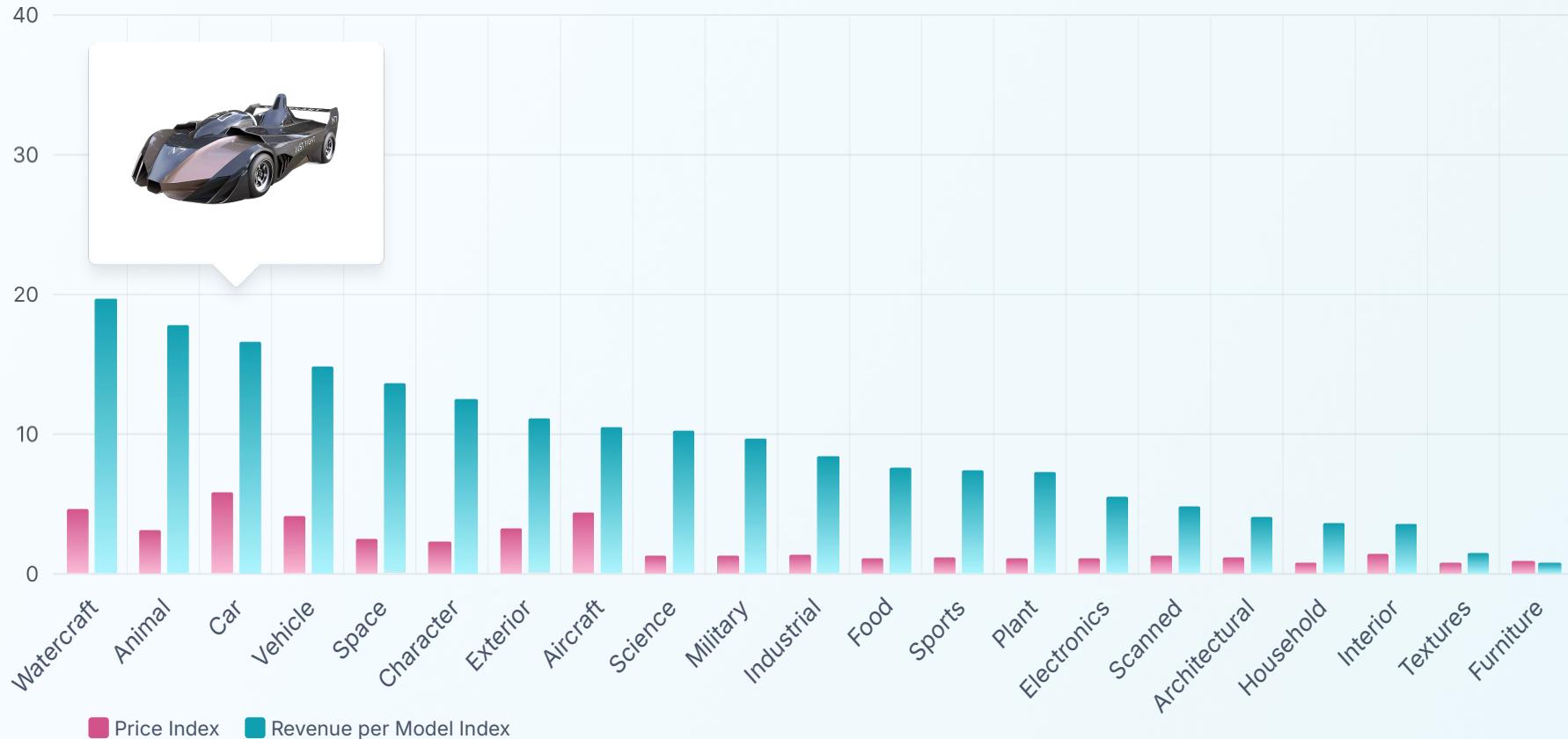
Supply vs. Revenue: Undersupplied Categories Offer Higher Earning Potential

Revenue per Model Index vs. Supply Index by Category

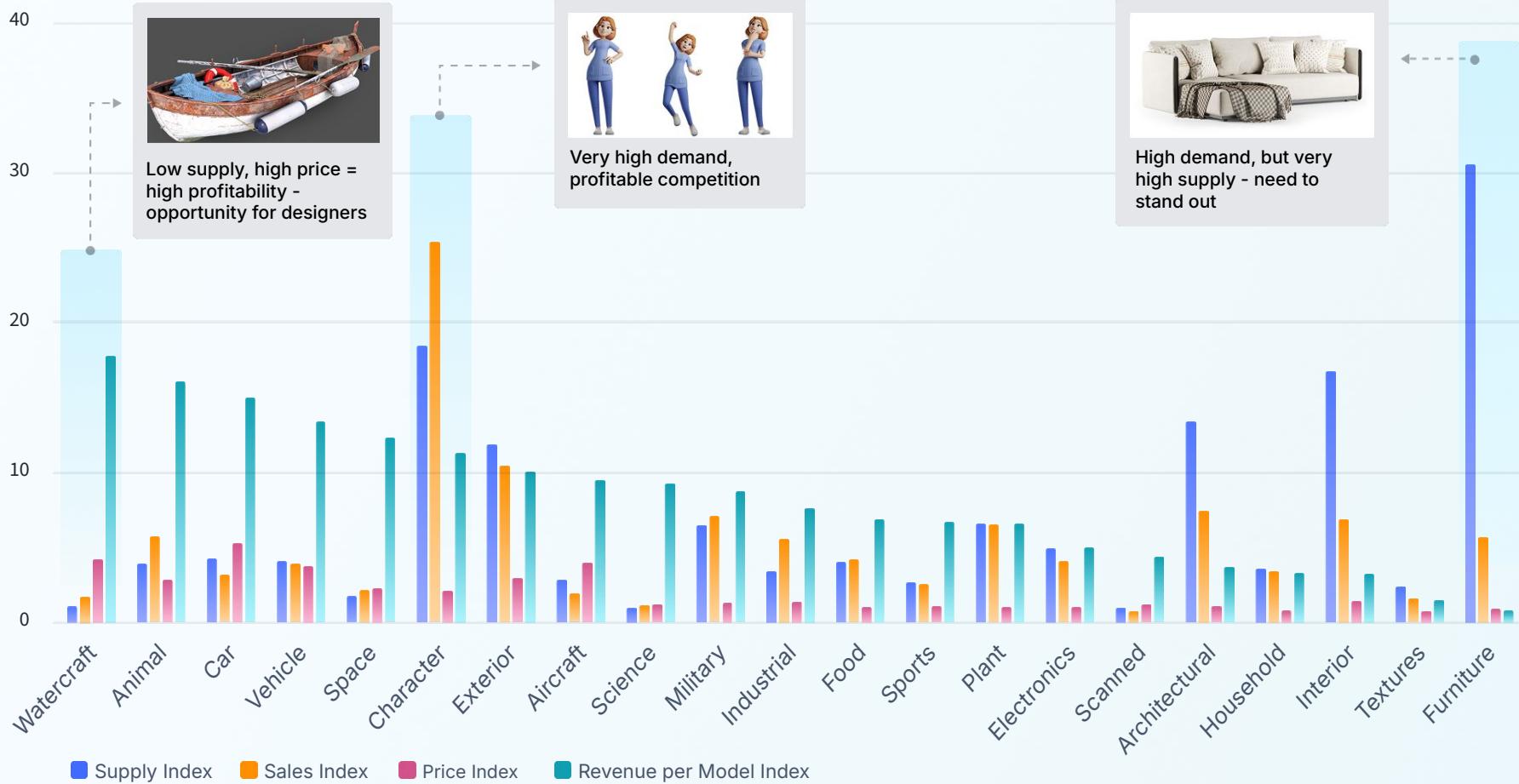


Top Categories Command Slightly Higher Prices

Revenue per Model Index vs. Price Index



Identifying Profitable Niches: Balancing Demand, Price, and Competition



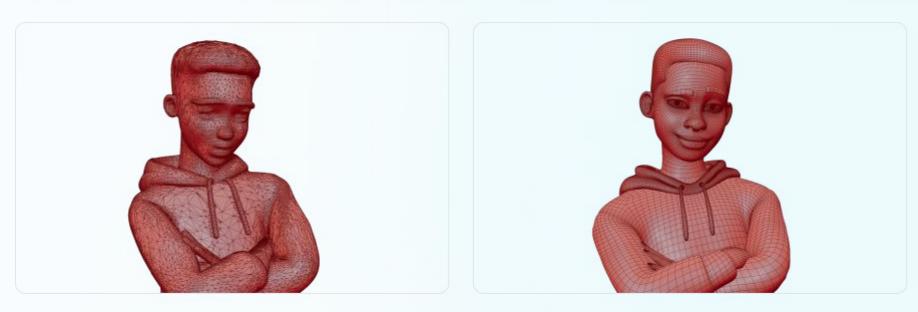
Model Quality Has a Direct Impact on Sales Performance

Top-quality models can sell up to 20x more than lower-quality ones, even within the same category.

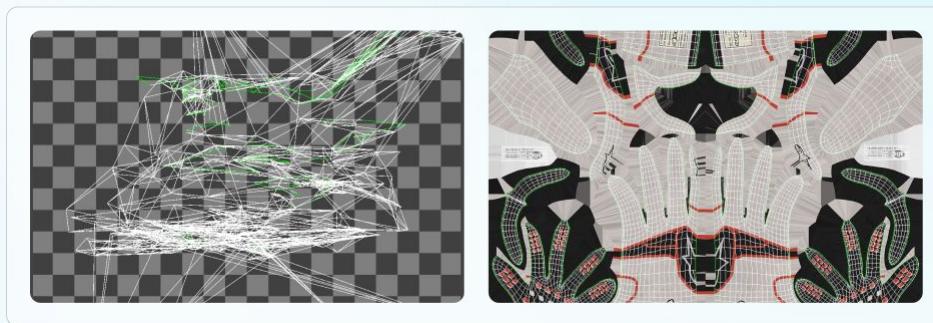


Key Quality Criteria

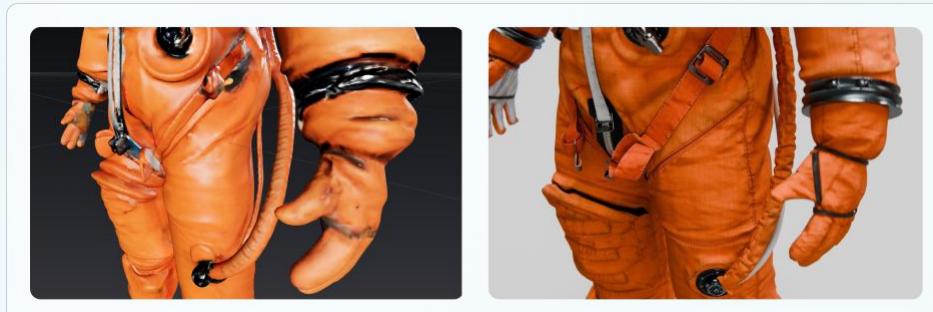
Geometry/Topology



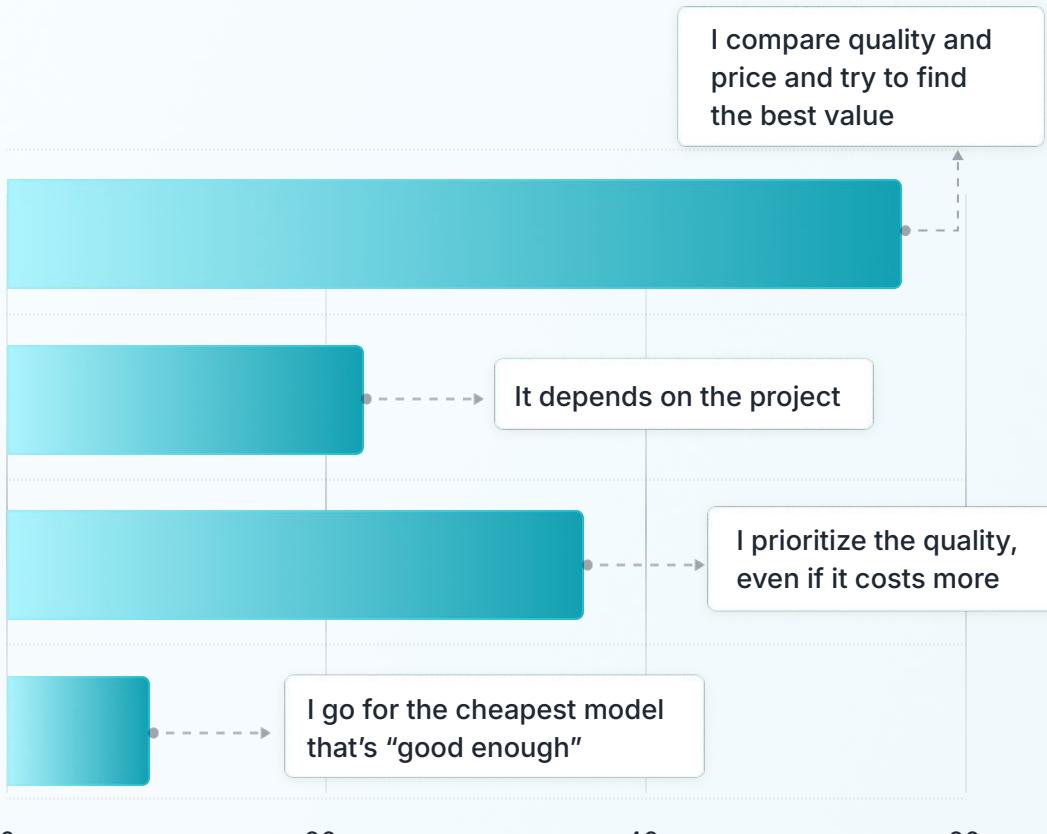
UV mapping



Textures



Buyers Value Quality — Even at a Higher Price Point



of Responses: How you balance price vs. quality when selecting a model?

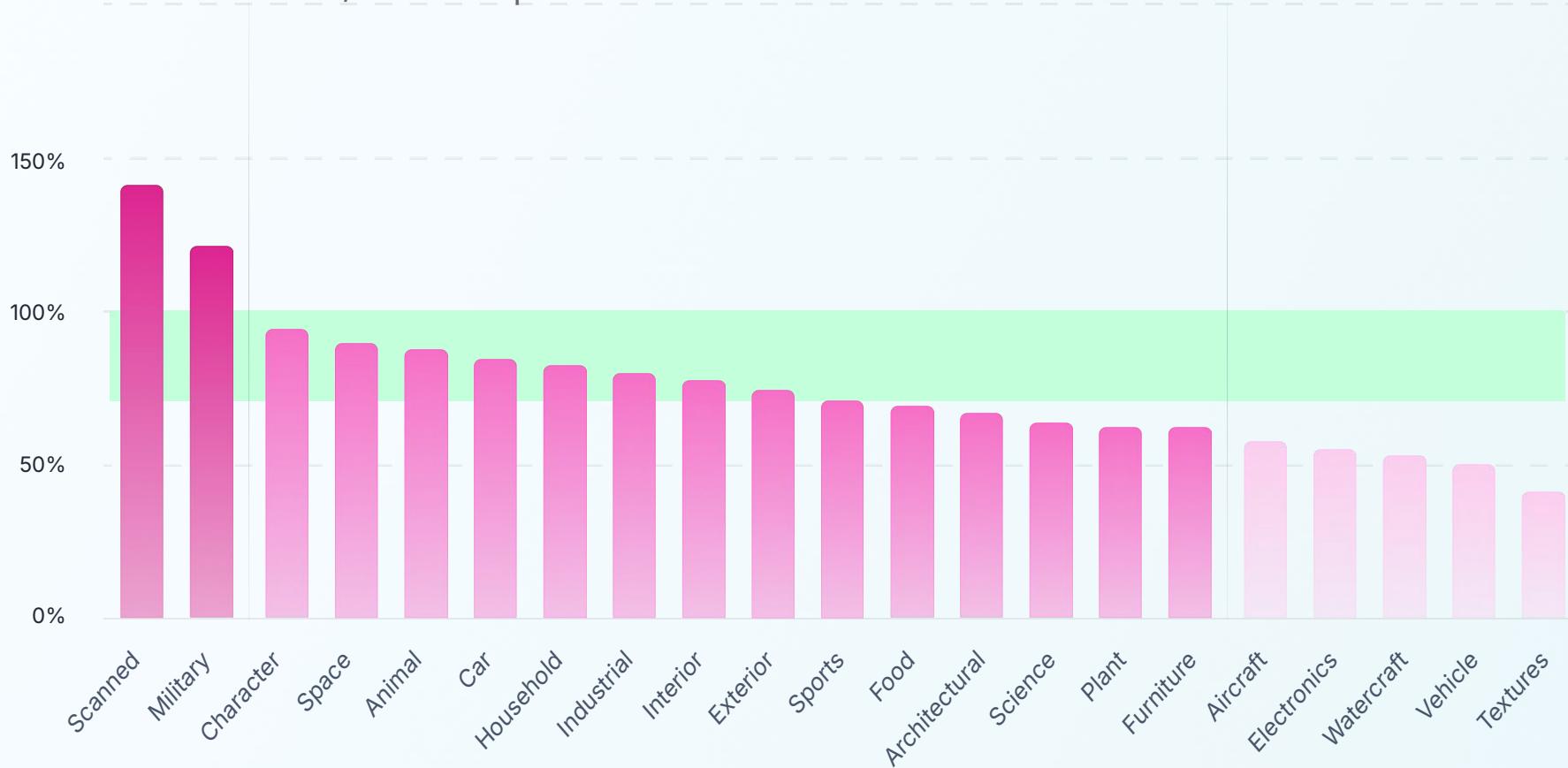
If it saves me time and looks great out of the box, I'll pay more

I need models that just work — that's worth the price.

Pricing Strategy by Category: Where Adjustments Can Drive Better Results

Median Sales Price / Median Upload Price

- Designers **underprice** their models
- Models **priced correctly**
- Designers **overprice** their models



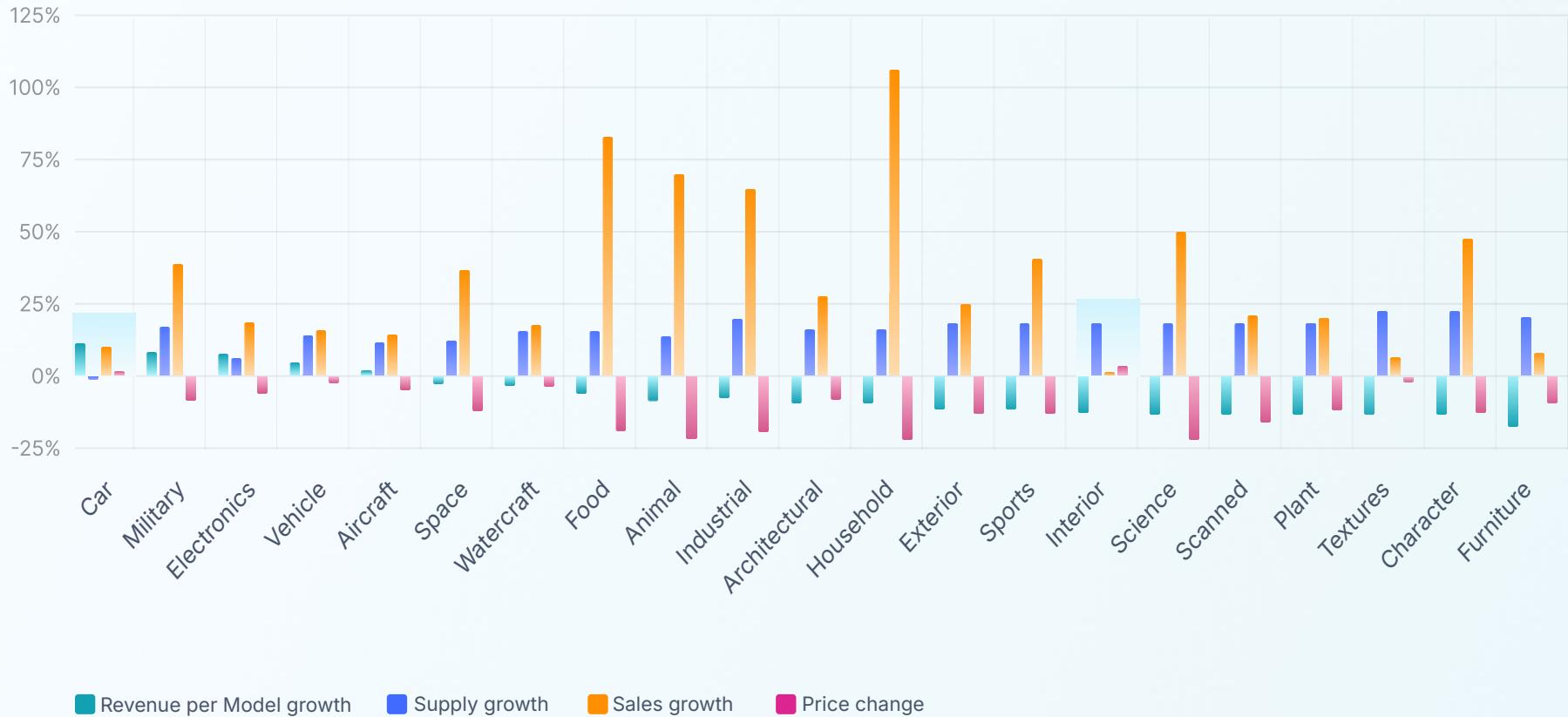
Profitability dynamics: Cars Jump the Queue

Sales grew in all categories

Supply grew in all categories - except cars - pushing profitability forward

Price growth categories: **Car** and **Interior**

Prices mostly trended downward - but were compensated by higher sales in most cases





3D Print Model Market Trends

Model Profitability by Category: Hobby and Art Categories Lead

Revenue per Model Index vs. Category



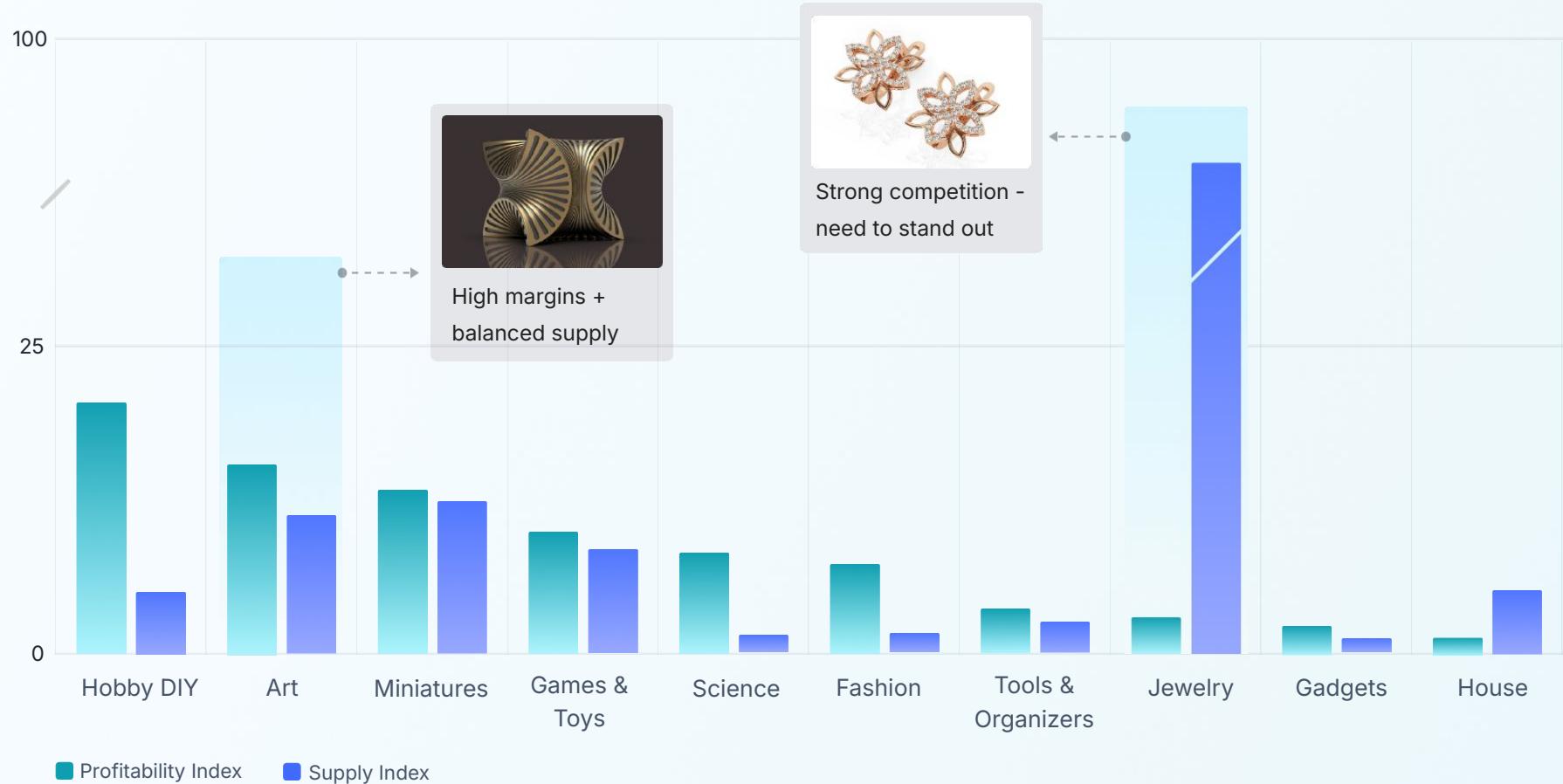
High Demand Brings Miniatures and Art Ahead

Revenue per Model Index vs. Sales Volume Index by Category



Low Supply Brings Opportunities for Designers

Revenue per Model Index vs. Supply Index by Category



Higher Prices Have A Slight Positive Impact on Profitability

Revenue per Model Index vs. Price Index by Category



Profitability vs. Supply and Demand: Where the Best Opportunities Lie

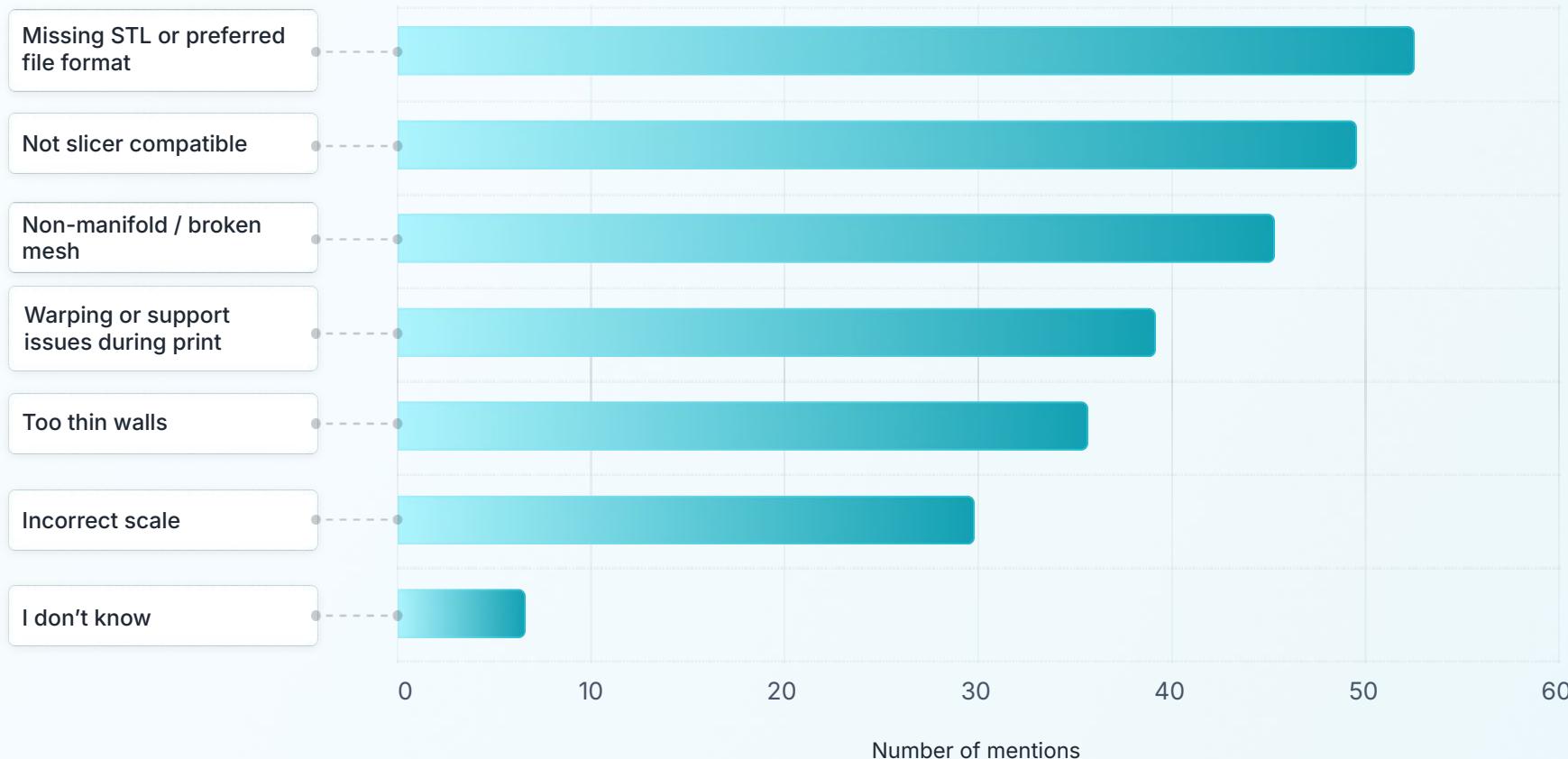


Higher Quality Drive Exponentially Higher Earnings

Earnings increase significantly with each step up in model quality.



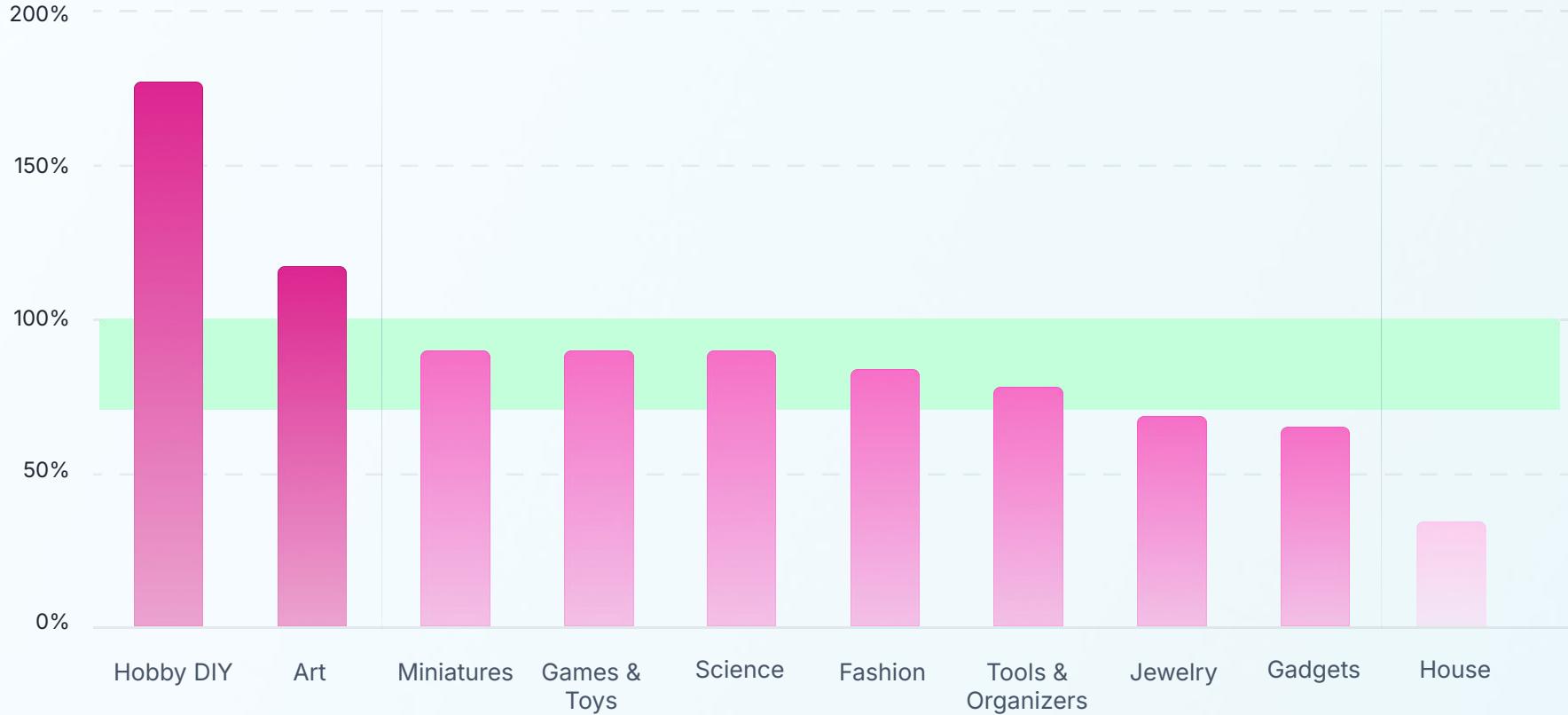
Top Reasons Buyers Abandon 3D Print Model Purchases



Pricing Accuracy by Category

Median purchase/Median upload price

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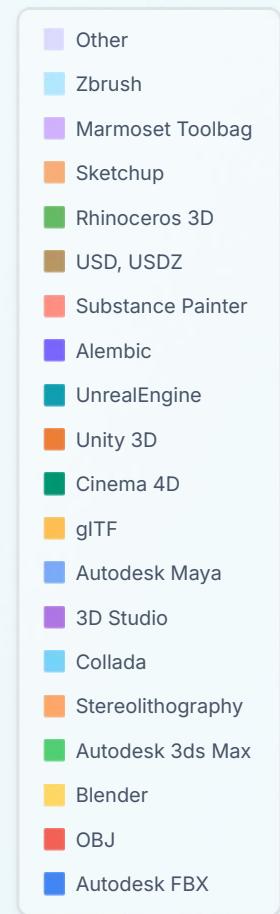
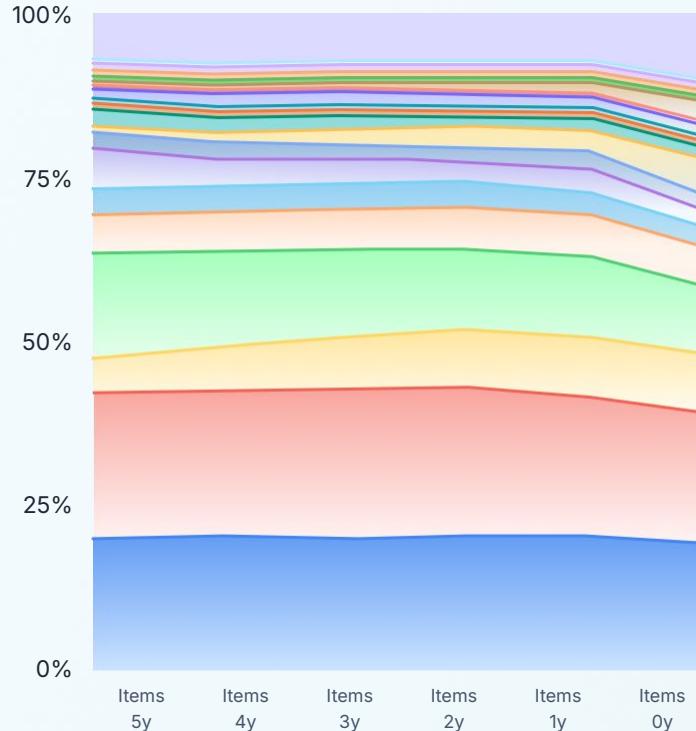
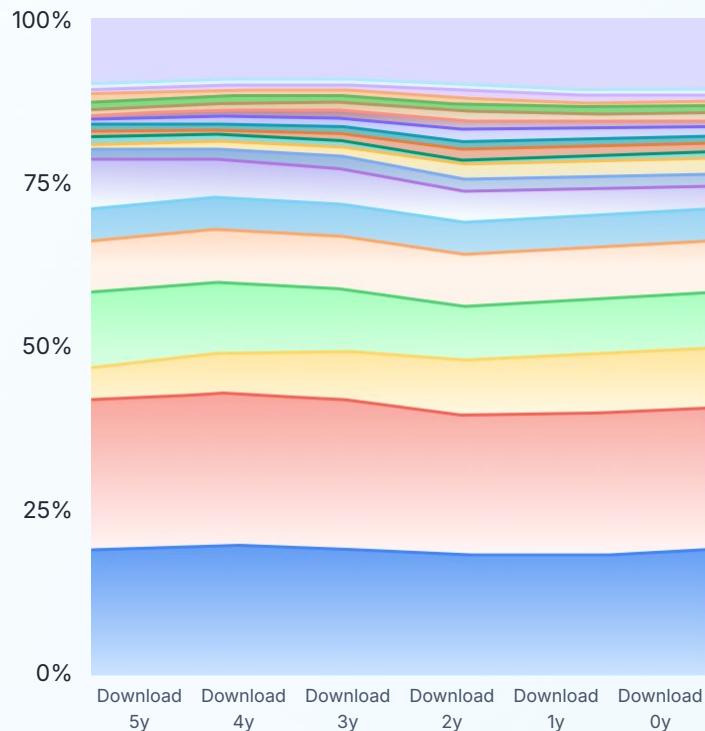
Profitability Dynamics in the Last Year: Science and Gadgets Win





Technical Trends

OBJ and FBX Still Rule The Market: Almost 50% of Activity



Blender's Role in the 3D Ecosystem Is Accelerating



Downloads



Uploads



Designers and Customers Embrace glTF and USDZ



Is AI Eating the 3D? Not Yet

0.12% revenue comes from AI-generated Models - and Customers Rate Them Low



Key complaints:

- Render mismatch
- Poor geometry & detail
- Missing textures/assets

PBR Outperforms Non-PBR

Revenue per Model Index

Sales Growth

Meet the Standard to Maximize Your Sales





Thank you

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