CGIFURNITURE

Product Rendering Research

2025

Thank you for your interest in our research!

Visual representation of products becomes increasingly important for successful product marketing. CG modeling and visualization are technological breakthroughs which allow to create an accurate digital copy of an object. As a result, it's now possible not only to create photorealistic marketing visuals, but also to put the product one screen touch away from a user. With AR technology, that's easy.

What is difficult is to find a reliable CGI services provider. Some companies offer unbeatable prices, some deliver results faster than others, and some produce high quality. How to make the right choice? To make it easier for you, we have commissioned independent research. With its help, we have questioned 1025 companies located in 8 countries: USA, Canada, United Kingdom, Australia, UAE, Netherlands, Norway and Sweden.

You will find the results of the research in this PDF. I hope this information will help you make the best choice.

If you have any questions, don't hesitate to write or call me. I will be happy to help!

Thank you for your interest!

Best wishes,

Megan Wright,

Senior Marketing Specialist at CGIFurniture

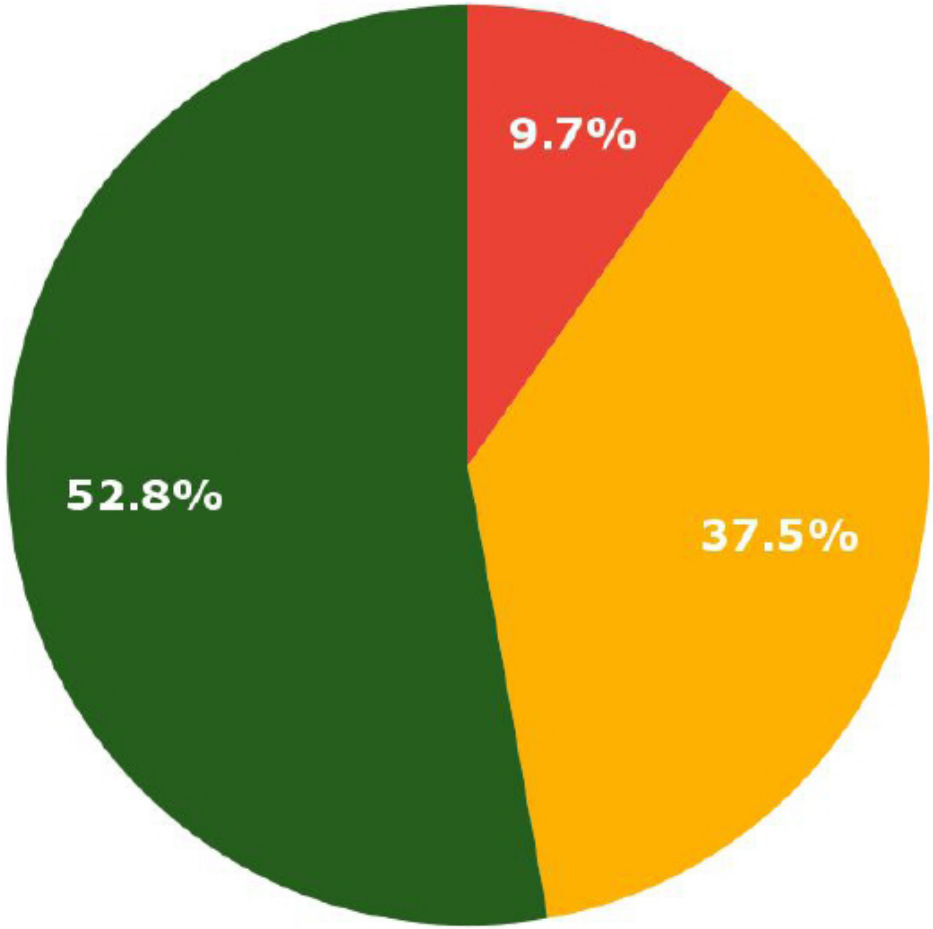
CGI Studios by Portfolio Quality

This research analyzes 3D rendering companies ranking top 20 in Google search for the 60 most important keywords. The first criterion for analysis was the quality of imagery in these companies' portfolios.

The 3D renders below illustrate the quality of CGI each category delivers. These CG images were made as part of the study by the companies shortlisted by our marketing partners doing the research.

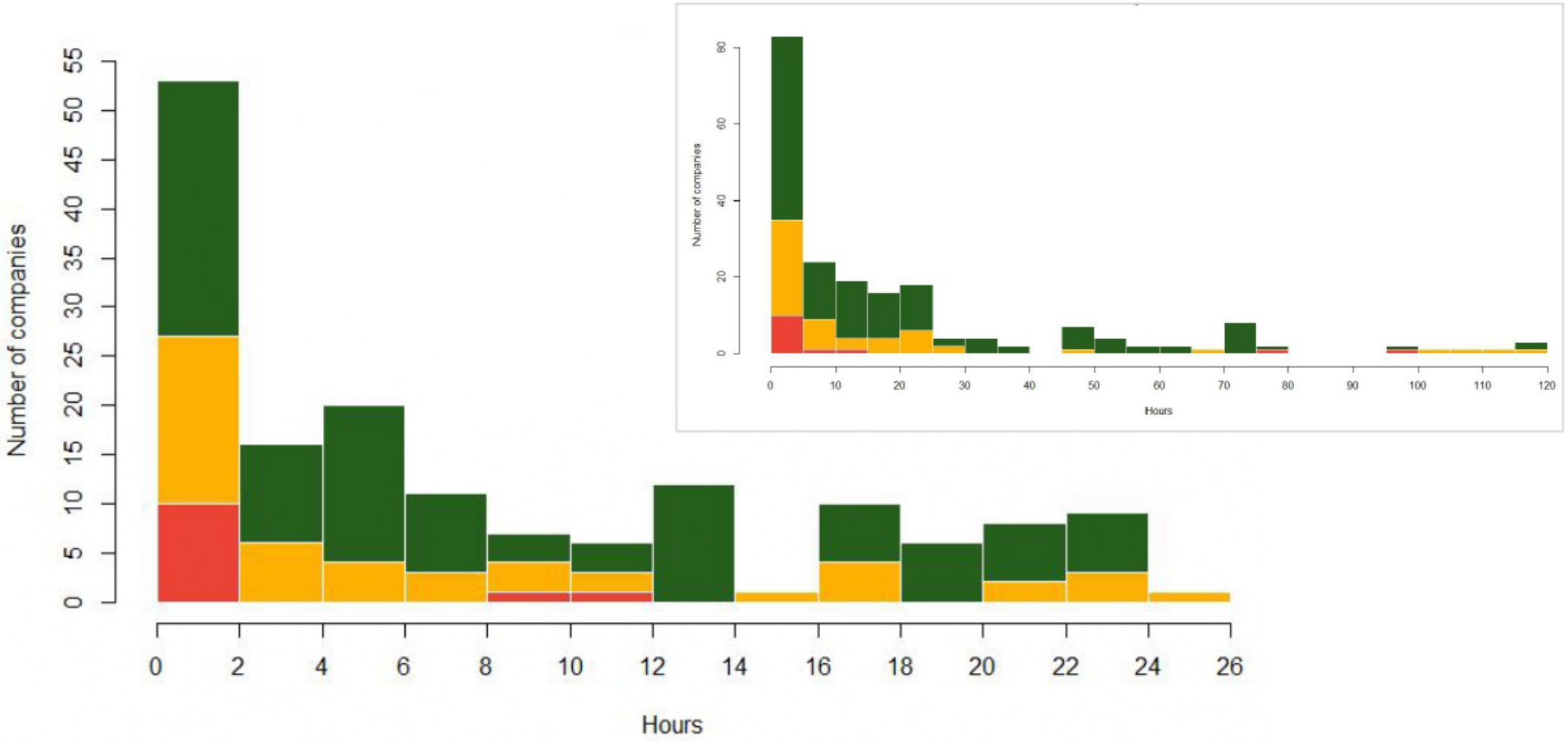
Portfolio Quality Analysis

Out of 1025 companies selected for the research, more than half have portfolios with high-quality CGI.



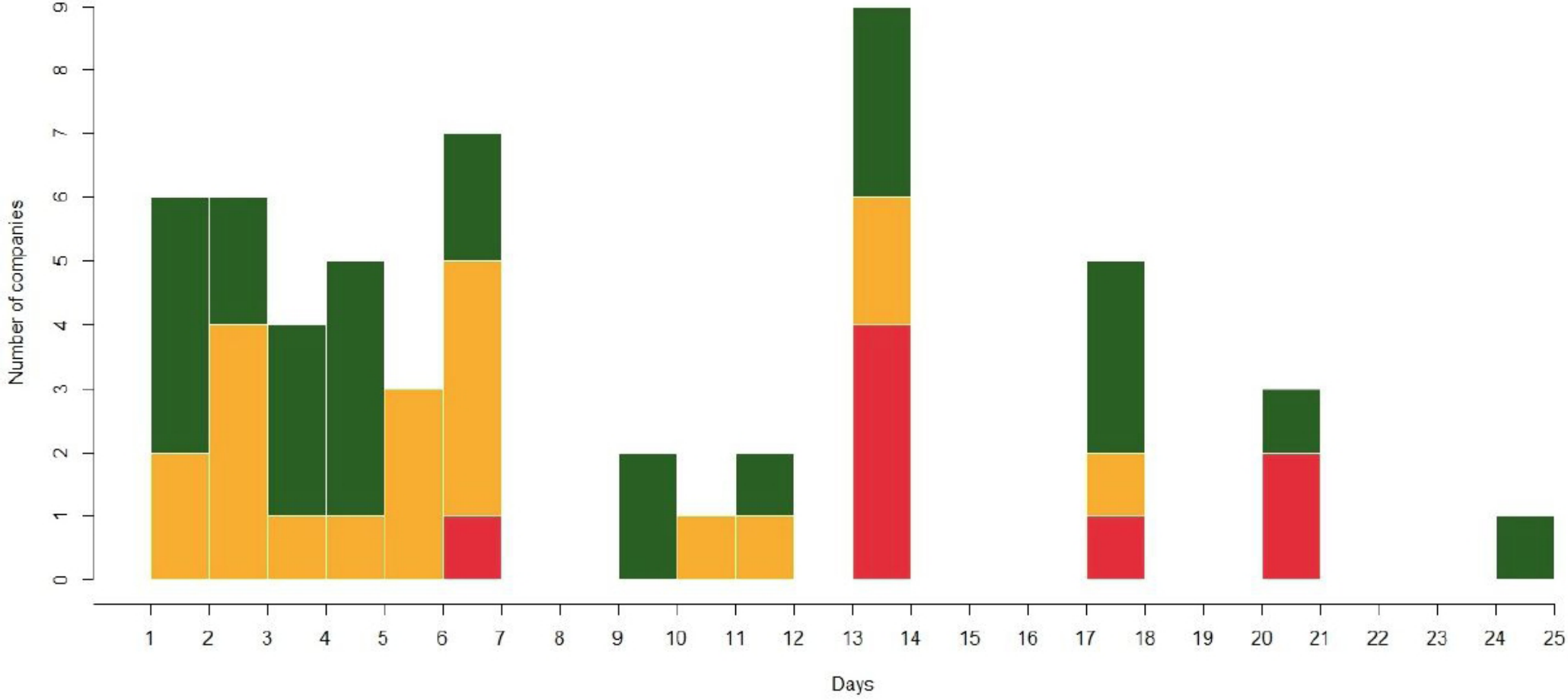
Time for Project Estimation, Hours

For the research, all CGI companies were sent a request for the same project — a 3D model of an office chair. The diagram shows the time between us sending the Technical Assignment and getting the time and cost estimate.



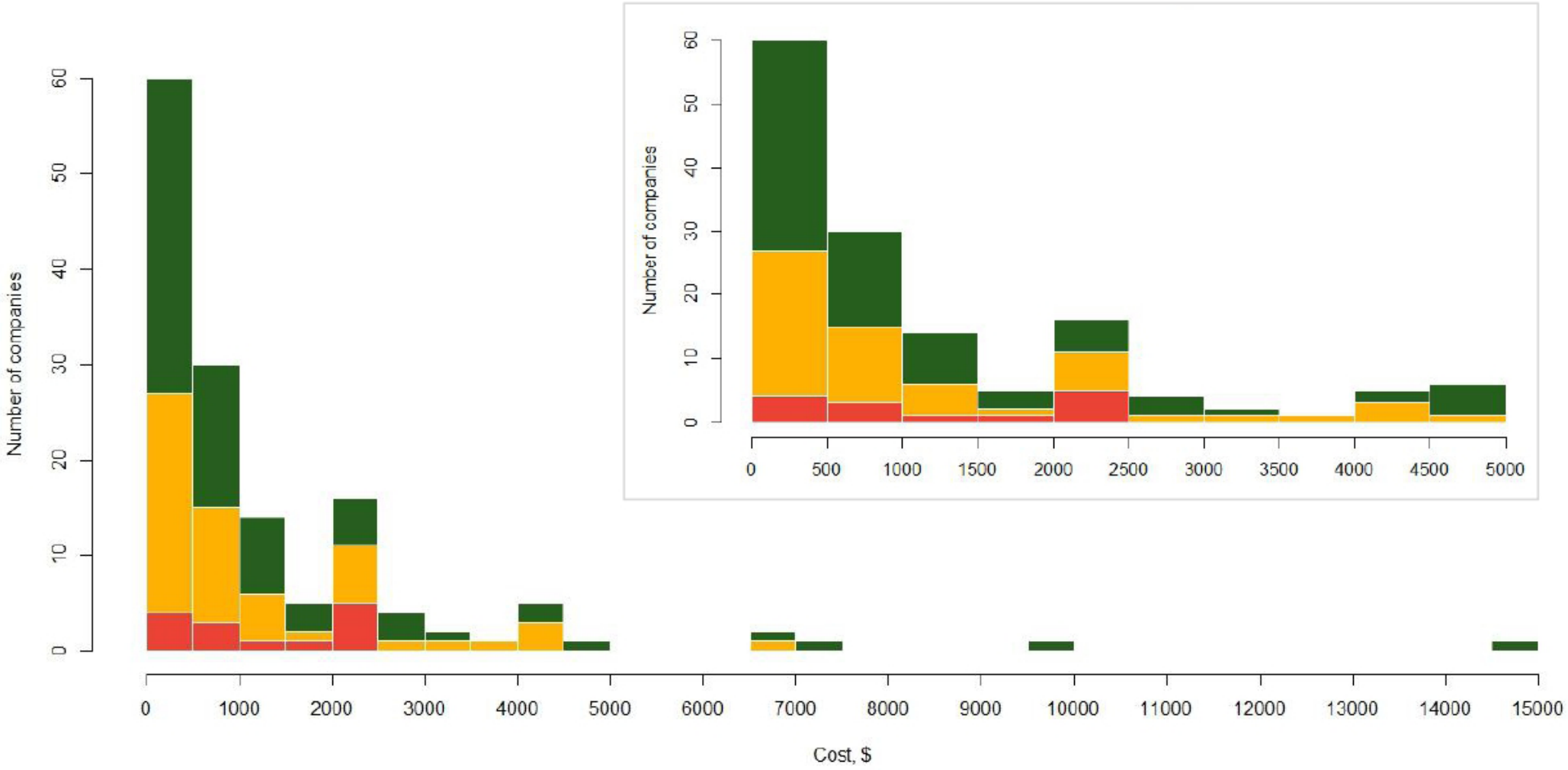
Time for Project Completion, Days

The diagram shows the average time of project execution.



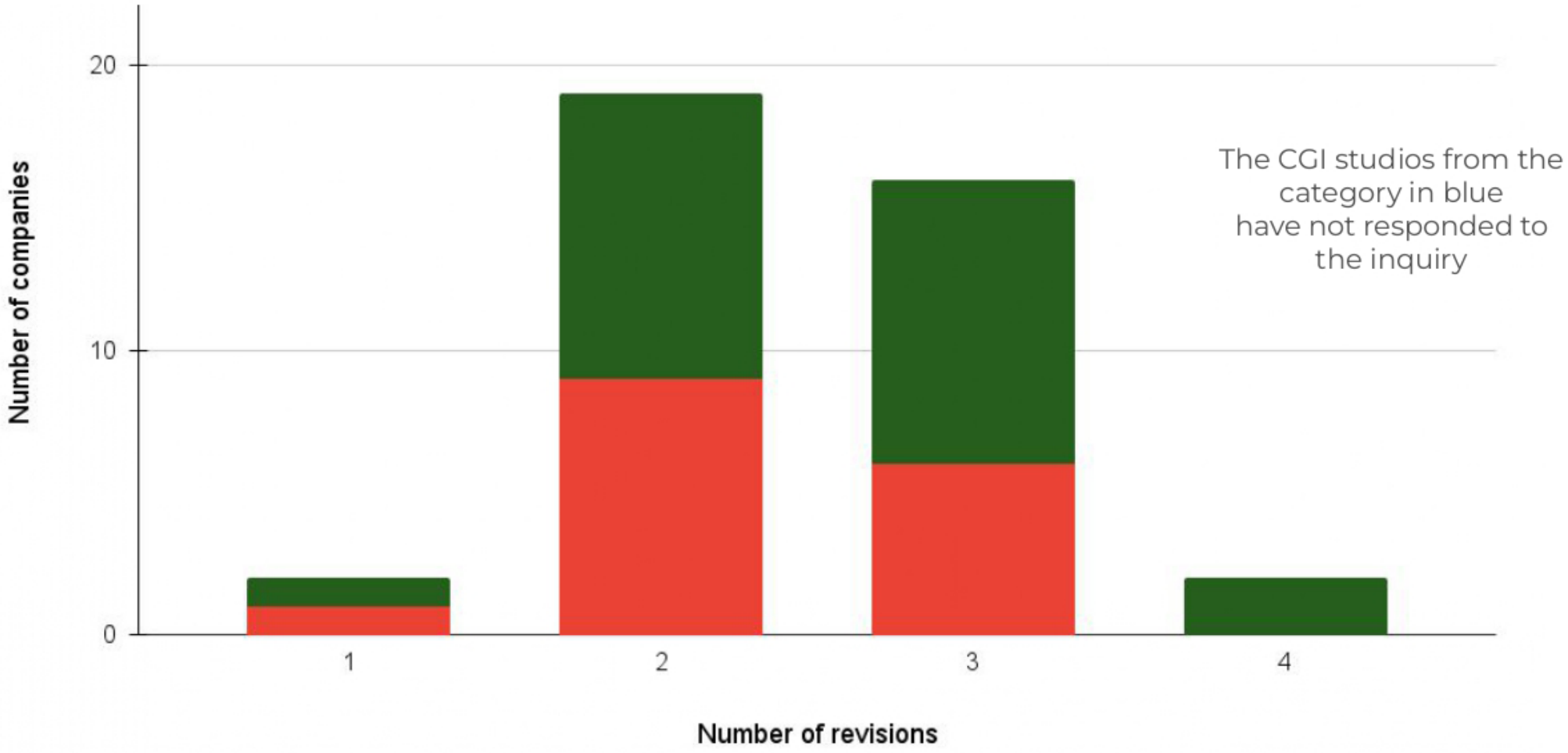
Cost of a 3D Model plus 3 Silos, $

The diagram shows the cost of an office chair 3D model and 3 silo views in 4k



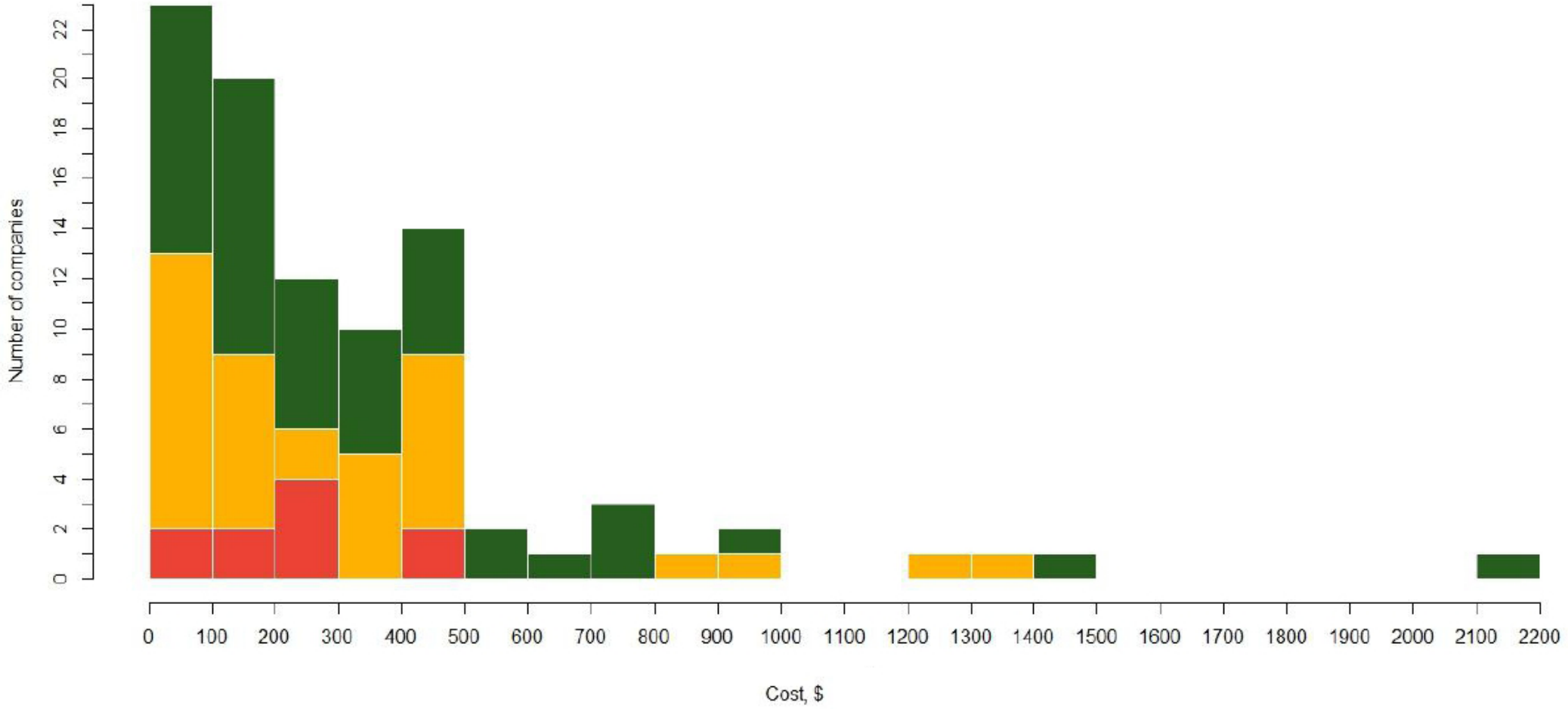
Free Revision Rounds

Corrections are an integral part of the project. The diagram shows the number of review rounds companies included in the price.



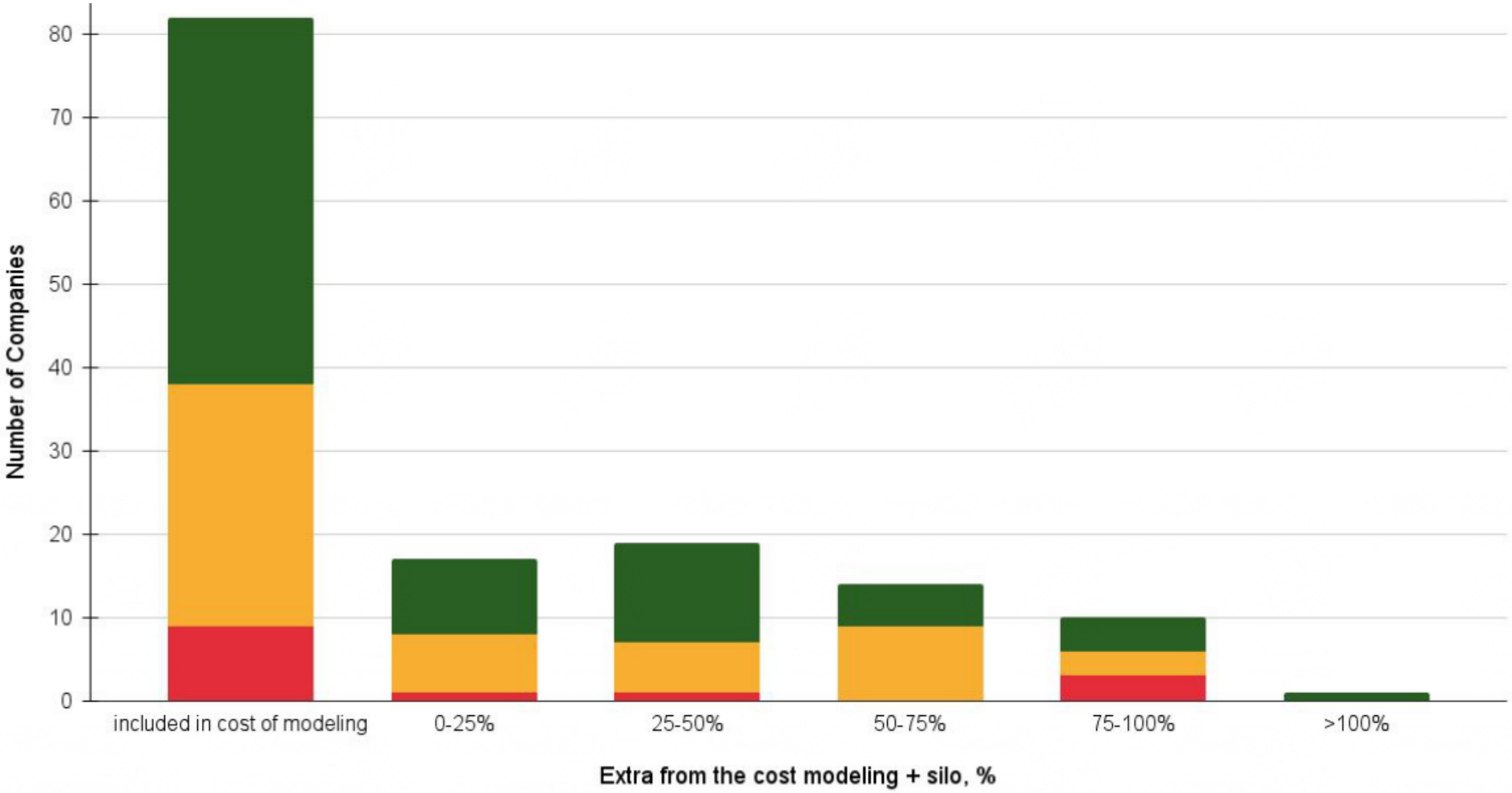
Cost of a 360° View

A set of 60 images showing the product around the vertical axis can be assembled into a 360° view or a 3D animation.



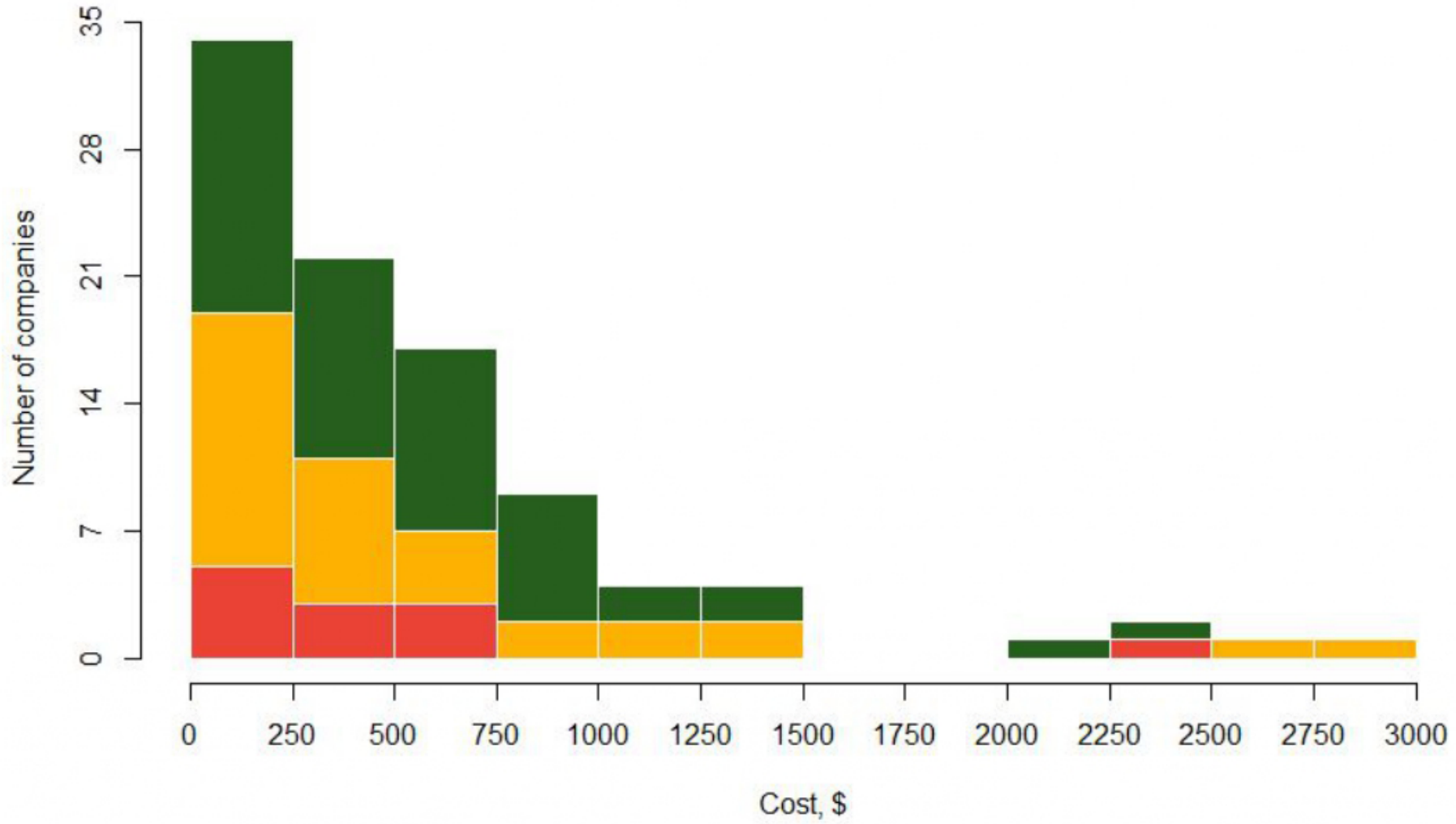
Cost of 3D Modeling for Augmented Reality, $

Corrections are an integral part of the project. The diagram shows the number of review rounds companies included in the price.



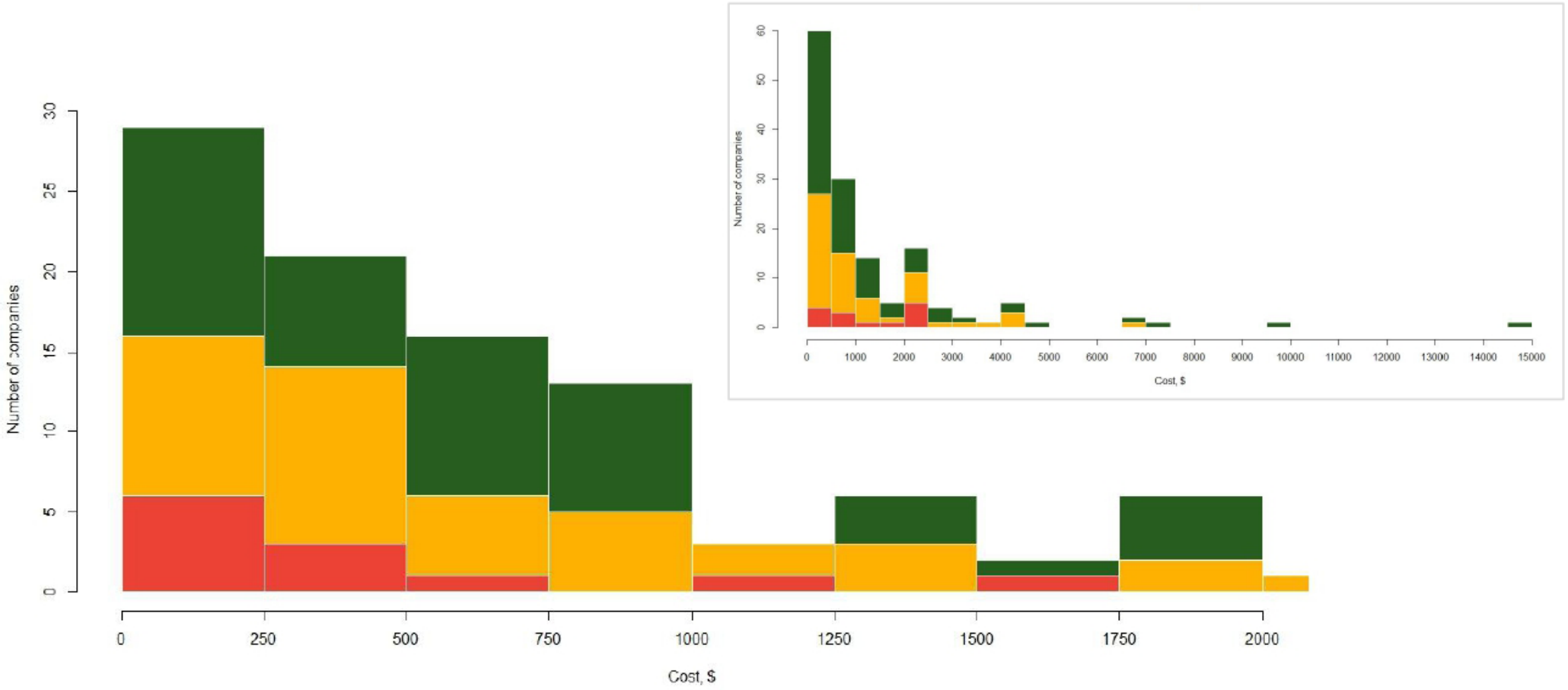
Cost of a Lifestyle Render

We also asked CGI studios to estimate the cost of a lifestyle 3D render. The diagram shows the results.

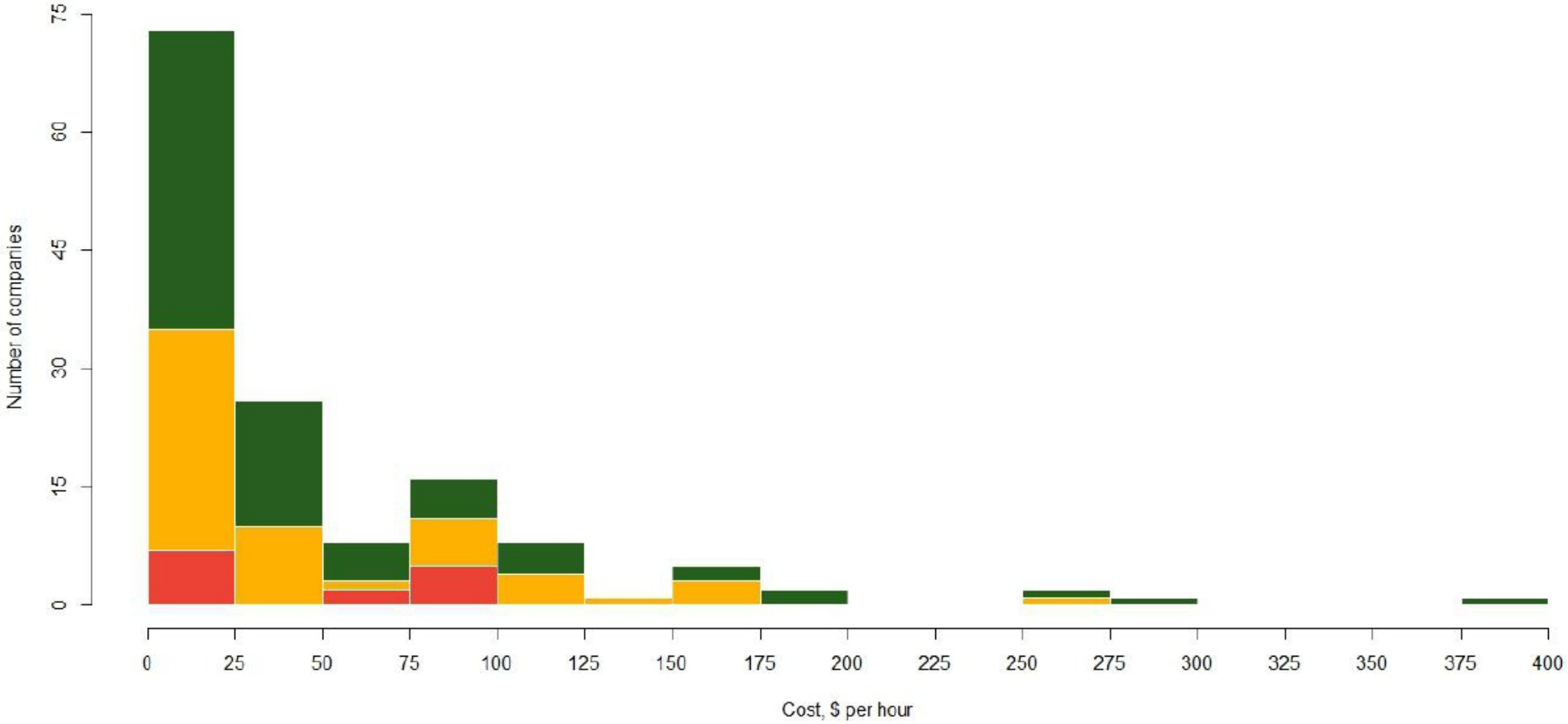


Cost of a 15-sec Animation

This diagram shows the cost of a 3D animation with a camera and product spinning, no special effects.

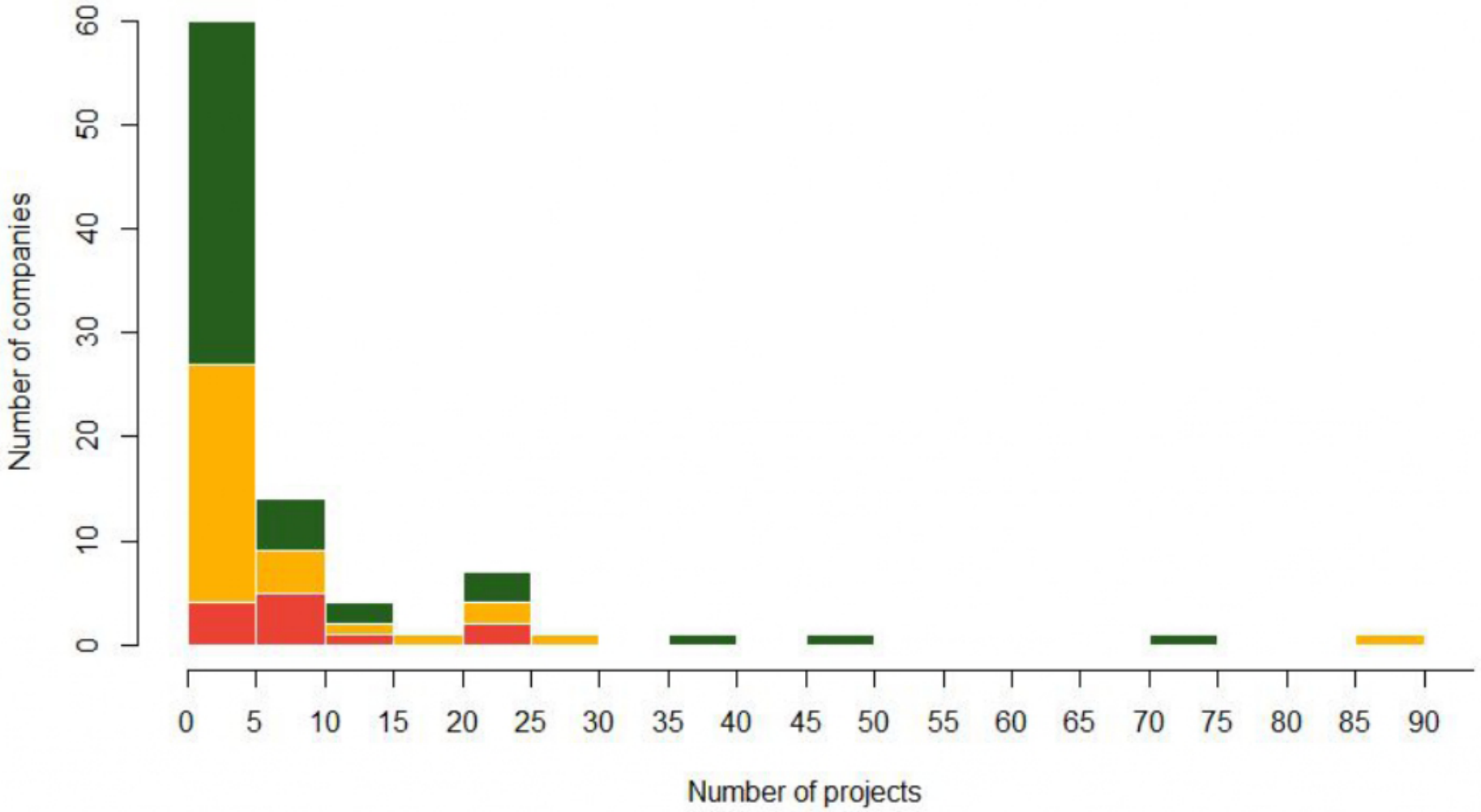


Cost per Hour, $



Number of Concurrent Projects

This graph shows how many 3D models per week the product rendering companies can deliver.



Cheat Sheet for Finding a CGI Provider

Thank you for your attention! You have seen the performance of 1025 companies by all the criteria necessary for selecting a reliable CGI partner. Below you can find the summary of the market research plus the results CGIFURNITURE scored on every stage.

				CGIFURNITURE
Time for project cost estimation, hours	15	18	21	1
Cost of modeling+silo, $	1116	1127	1479	560
Hourly rates, $/h	50	50	53	22
Cost of lifestyle, $	509	573	574	400
Cost of 15s animation, $	481	736	1178	900
Cost of 360, $	236	336	364	100
Time for TA, days	15	7	9	1 hour
Revisions Included in the price	0	2	3	3
Number of projects in one time	9.0	9.3	9.1	18

What you get working with CGIFURNITURE

Right Scale

You will get as many renders as you need for your emails, social media posts, catalogs, booklets, etc. Our team of over 100 CG artists will take care of everything.

Perfect Consistency

Whatever the scale, your renders will be consistent in style, and the materials will look the same across the whole collection. No matter how many 3D artists the project requires, the team leads from your core team will oversee the quality and consistency.

Predictable Costs and Experience

You can have fixed prices for bulk orders, a standard cost for simple lifestyles and additional views, and a workflow customized to meet your needs. Plus, you will work with the same team who will know all your requirements.

Design Guidance

You can delegate to us the development of the lifestyle concepts. Send us the references, and you will get exactly what you need. No time for that either? Leave it to us! We will ask you about your preferences, find suitable examples and approve them with you.

Custom CGI CRM

Allows you to easily keep track of every aspect of your project, including payments, and communicate with your team at any moment.

Free CGI Assets

In CGI CRM, you will get free access to professionally curated libraries containing over 60 000 high-quality CG models and over 4000 top-notch CG scenes. You can use them as ready scenes and props, references for such, and have them customized.

API Integration

All project files and communication are available in our CGI CRM with OpenAPI. We can integrate it into your CRM system so you manage CGI projects as you do now. So that you get all project updates and files in a familiar interface.

All 3D services in one place

You can get any kind of CGI, including 3D models, renders, animations, 360-degree views, AR models, and more.

We Are Here To Help

Have a question or proposal? Contact us via chat on our website, email, or phone, and we will answer all your questions.

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