

How Much Does an explainer Video Cost in 2026?

£296 – £20,000+

Global price range

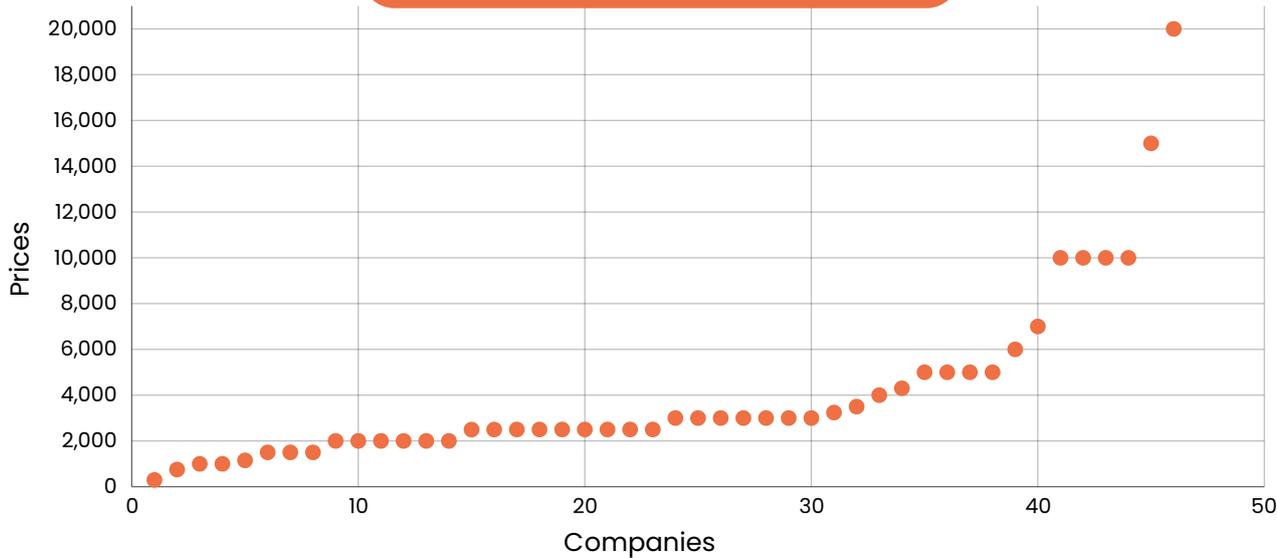
£2,960

Average starting price for a 30-second animated explainer video

45

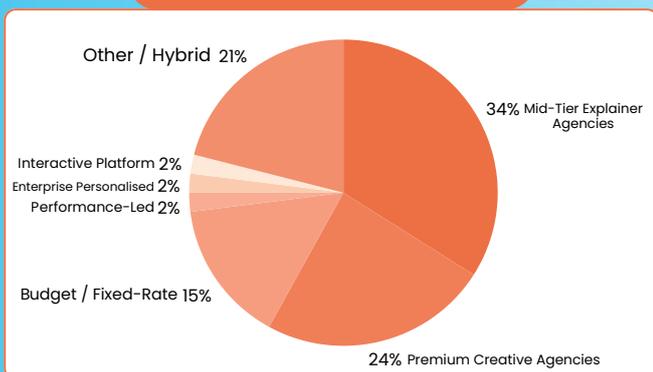
Agencies analysed globally

A Global Pricing Breakdown

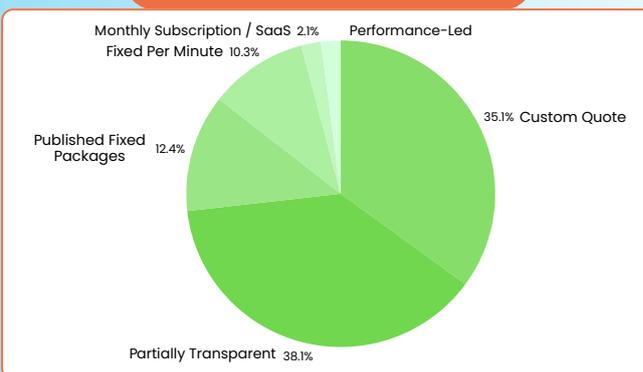


- Majority of the market sits in the £2K-£8K range
- Lowest-cost agencies often exclude strategy, audience research, structured scripting, and multiple revisions.
- Mid-tier agencies ranges from £3,000-£5,000
- Premium agencies start above £10,000

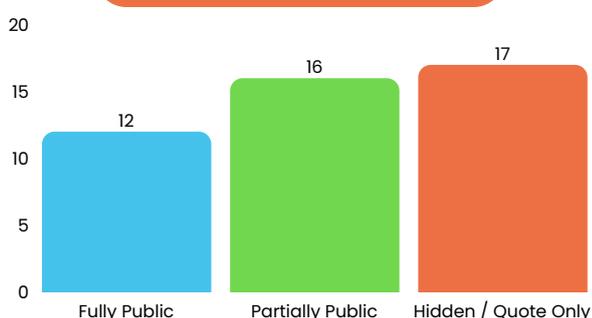
Pricing Model



Pricing Model



Pricing Transparency



Where Does Squideo Sit?

- Cost-effective entry pricing aligned with mid-tier market
- Typically our videos start from £750-£2500 depending on the project
- Structured process with unlimited revisions
- Education, healthcare and B2B expertise
- Performance led optimisation processes