

Ai Video Generator/Editor Market By Component (Software, Services), By Deployment (On-Premise, Cloud), By Enterprise Size (Large Enterprises, Small and Medium Enterprises), By Platform (Desktop, Mobile), By Source (Text to Video, PowerPoint to Video, Spreadsheet to Video), By Application (Marketing, Education, E-commerce Marketing, Social Media, Others): Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The global AI video generator/editor market, valued at \$0.6 billion in 2023, is anticipated to expand to \$9.3 billion by 2033, with a projected CAGR of 30.7% from 2024 to 2033. Artificial intelligence (AI) video generator/editor is a software tool that utilizes artificial intelligence to automate the creation of video content. By integrating generative AI with traditional video editing techniques, these AI video generator/editor tools enable users to produce professional-quality videos quickly and efficiently, often without the need of human actors or extensive filming equipment. The users input text, images, or audio, and the AI generates videos features such as avatars, voiceovers, and subtitles. This technology significantly reduces production time and costs, making it accessible for various applications, including marketing, education, and social media content creation. AI video generator/editor solutions enhance the efficiency and quality of video production, streamlining content creation processes and reducing manual effort.

AI video generator/editor market growth is driven by advancements in machine learning that automate video production tasks, which leads to increase in efficiency, reduction in manual effort, surge in demand for personalized & high-quality video content that fuels

the demand for AI video generator/editor products. In addition, the need for faster content creation and enhanced viewer engagement further propels the adoption of AI video solutions. Automation accelerates production and ensures consistency & precision in editing, which is crucial for maintaining high standards across multiple video projects.

The artificial intelligence (AI) video generator/editor market is segmented into component, platform, deployment mode, source, application, enterprise size, and region. By component, it is bifurcated into software and service. By platform, it is divided into desktop and mobile. By deployment mode, it is segregated into on-premise and cloud. By source, it is categorized into text to video, PowerPoint to video, and spreadsheet to video. By application, it is segregated into marketing, education, e-commerce, social media, and others. By enterprise size the market is classified into large enterprise and small & medium-sized enterprise. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report highlights numerous factors that influence the growth of global artificial intelligence (AI) video generator/editor market. This report further outlines the current trends and key areas of investment. In addition, it includes Porter's five forces analysis to understand the competitive scenario of the industry and role of each stakeholder. The report features the strategies adopted by key market players to maintain their foothold in the market. Furthermore, it highlights the competitive landscape of the key market players to increase their market share and sustain intense competition in the industry. The key players operating in the market include Synthesia Limited, HeyGen Technology Inc., CapCut, TechSmith Corporation, PearlMountain, Lumen5, DESIGNS.AI, GliaStudio, RAWSHORTS, INC, Muse.ai, Pictory.ai, ADOBE INC., KineMaster Corporation, Wondershare Technology Group Co., Ltd., Invideo, Vimeo.com, Inc., Descript, and Veed Limited..

Key Benefits for Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the ai video generator/editor market analysis from 2023 to 2033 to identify the prevailing ai video generator/editor market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the ai video generator/editor market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global ai video generator/editor market trends, key players, market segments, application areas, and market growth strategies.

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End user preferences and pain points

Industry life cycle assessment, by region

Product Benchmarking / Product specification and applications

Product Life Cycles

Senario Analysis & Growth Trend Comparision

Technology Trend Analysis

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Pain Point Analysis

Regulatory Guidelines

Strategic Recommedations

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Additional country or region analysis- market size and forecast

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

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Services

By Deployment

On-Premise

Cloud

By Enterprise Size

Large Enterprises

Small and Medium Enterprises

By Platform

Mobile

Desktop

By Source

Text to Video

PowerPoint to Video

Spreadsheet to Video

By Application

Marketing

Education

E-commerce Marketing

Social Media

Others

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

ADOBE INC.

CapCut

Descript

DESIGNS.AI

GliaStudio

HeyGen Technology Inc.

InVideo

KineMaster Corporation

Lumen5

Muse.ai

PearlMountain

Pictory.ai

RAWSHORTS, INC.

Synthesia Limited.

TechSmith Corporation

Veed Limited

Vimeo.com, Inc.

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