

# **Global AI Video Generator Market Size study & Forecast, by Component (Solution, Services) by Organization Size (Large Enterprises, SMEs), by Source (Text to Video, PowerPoint to Video, Spreadsheet to Video), by Application (Marketing, Education, E-commerce, Social Media and Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global AI Video Generator Market is valued at approximately USD 472.9 million in 2022 and is anticipated to grow with a healthy growth rate of more than 19.7% over the forecast period 2023-2030. An AI video generator is a software or system that uses artificial intelligence (AI) techniques such as machine learning, computer vision, and natural language processing to create videos automatically. These videos can be used for various purposes, such as marketing, education, entertainment, and more. AI video generators can save time and resources for content creators and businesses, as they can quickly produce high-quality videos without the need for extensive human input. The AI Video Generator market is expanding because of factors such as the growth of online video content consumption on video platforms and rising awareness about the cost-effective benefits of AI video generators.

The growth of AI video generators has been fueled by the increasing demand for social media advertising, as businesses seek to stand out in a highly competitive online marketplace. As businesses continue to invest in social media advertising activities, the demand for AI video generators is likely to continue to grow. According to Statista, in the year 2021, total spending on social media advertising activities stood at USD 180.96 billion which increased to USD 189.55 billion in the year 2022 and it is projected to reach USD 247.29 billion by the year 2027. Along with these, the growth of online video

content consumption on video platforms is fostering market growth, According to Statista in the year 2021 the Users for video streaming stood at 1.13 billion which increased to 1.16 billion users in the year 2022 and it is projected to reach at 1.64 billion users by the year 2027. In addition, increasing application in social media and Increasing demand for quality video content across various applications is creating lucrative growth in the market. However, high subscription charges stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global AI Video Generator Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the presence of key market players, rising investment in advertisement activities and rising online video consumption in the region. Whereas, Asia Pacific is expected to grow with the highest CAGR during the forecasted period owing to factors such as rising spending on digital marketing, rising number of internet users, and rising demand from various applications.

Major market player included in this report are:

Synthesia Ltd

Lumen5 Technologies Ltd

Museai Inc

Rephrase Technologies Private Ltd

Synth AI Labs Inc.

Raw shorts Inc

Pictory Corporation

PearlMountain Limited

Designs.AI

InVideo Inc.

Recent Developments in the Market:

In September 2022, Meta announced the launch of a new AI system 'Make-A-Video' that allows users to input text prompts to generate high-quality video clips. This new AI standard is based on recent developments made by the company in the research of generative technology, which may present new job opportunities for creators and artists.

Global AI Video Generator Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape,

Growth factors, and Trends

Segments Covered – Component, Organization Size, Source, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Component offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Solution

Services

By Organization Size:

Large Enterprises

SMEs

By Source:

Text to Video

PowerPoint to Video

Spreadsheet to Video

By Application:

Marketing

Education

E-commerce

Social Media

Others

By Region:

North America

U.S.  
Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
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RoAPAC

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