

Global AI Video Market Size Study and Forecast by Device (Desktop Computers, Mobile Devices, Cloud-Based Platforms), by Users (B2B (Enterprise), B2C (Individuals)), by Offering Type (Creative AI Video Generators, Video Enhancement AI, Video Analysis AI, Others & E-commerce), and Regional Forecasts 2026–2036

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Abstracts

The Global AI Video Market, valued at USD 4.65 Billion in 2025, is projected to reach USD 821.75 Billion by 2036, expanding at a remarkable CAGR of 34.6% during the forecast period. The market encompasses software platforms and artificial intelligence technologies that automate the creation, editing, enhancement, analysis, management, and optimization of video content across digital ecosystems. These solutions leverage advanced technologies such as generative AI, machine learning (ML), computer vision, natural language processing (NLP), deep learning, speech recognition, and neural networks to generate synthetic videos, automate video editing, improve video quality, perform object and facial recognition, generate subtitles and multilingual captions, create AI avatars, enable text-to-video production, and deliver intelligent content analysis. AI-powered video platforms are increasingly integrated with cloud computing, edge processing, and workflow automation tools, allowing organizations to produce high-quality video content more efficiently while reducing production costs and turnaround times.

Market growth is being fueled by the rapid adoption of generative AI technologies, increasing digital content consumption, rising demand for personalized video experiences, and widespread acceptance of cloud-based AI platforms across industries. Businesses are increasingly utilizing AI video solutions for marketing campaigns,

customer engagement, enterprise communications, employee training, virtual events, and social media content creation. The entertainment and media sectors are adopting AI to accelerate video production, automate post-production workflows, enhance visual effects, and improve audience engagement through personalized recommendations. In education, AI-powered video platforms support interactive learning, multilingual content delivery, and automated lecture generation, while healthcare organizations leverage AI video for patient education, telemedicine, and medical training. Additionally, advancements in AI-generated avatars, real-time translation, synthetic media, and automated content moderation continue to expand commercial applications. Increasing investments in cloud infrastructure, high-performance computing, and AI model development are further strengthening market growth. According to the International Data Corporation (IDC, 2024), enterprises are accelerating investments in artificial intelligence technologies to automate content creation, improve digital engagement, and enhance business productivity, creating substantial long-term growth opportunities for the global AI video market.

Global AI Video Market: Key Highlights

The global AI Video Market is valued at USD 4.65 billion in 2025 and is projected to reach USD 821.75 billion by 2036, growing at a CAGR of 34.6% during the forecast period.

North America leads the global AI video market owing to its strong artificial intelligence innovation ecosystem, widespread cloud adoption, significant investments in generative AI, presence of leading technology companies, and rapid enterprise adoption of AI-powered content creation solutions.

Asia Pacific is expected to register the fastest growth during the forecast period, driven by expanding digital economies, increasing artificial intelligence adoption, rapid growth in content creation industries, rising internet penetration, and strong investments in cloud and digital infrastructure.

Creative AI Video Generators represent the largest offering segment because of the growing demand for automated content creation, AI-generated avatars, text-to-video production, personalized marketing content, and efficient video production workflows across enterprises and digital creators.

B2B (Enterprise) remains the largest end-user segment, supported by increasing adoption of AI-powered video solutions for marketing campaigns,

employee training, customer engagement, corporate communications, sales enablement, product demonstrations, and internal knowledge-sharing initiatives.

Generative AI technologies are transforming digital content creation across industries by enabling automated script generation, realistic AI avatars, multilingual video production, intelligent editing, personalized experiences, and faster content delivery while significantly reducing production time and costs.

Growing enterprise investments in AI-powered automation are accelerating market expansion as organizations increasingly deploy intelligent video solutions to streamline workflows, improve operational efficiency, enhance customer engagement, and support scalable digital transformation initiatives across diverse business functions.

Cloud-based AI platforms are improving the scalability, accessibility, flexibility, and cost efficiency of video generation, editing, analysis, and content management, enabling organizations of all sizes to deploy advanced AI video capabilities without significant infrastructure investments.

Research Scope & Methodology

The report examines the Global AI Video Market through the prism of generative AI developments, enterprise digital transformation, competitive dynamics, technology innovation, and regional market performance from 2025 to 2036. The research includes the AI video creation, enhancement, analysis and content optimization solutions deployed across industries.

Research Methodology Primary interviews were conducted with AI software developers, cloud service providers, enterprise users, media companies, technology experts, and digital content creators. The secondary research is compiled from authentic publications after 2022 by AI research organisations, technology associations, government agencies, industry reports, and peer-reviewed scientific journals. Market estimates are based on AI software adoption, enterprise digital transformation spend, cloud infrastructure investment, demand for content creation and video platforms usage. Forecast models include advances in generative AI, multimodal AI models, cloud computing, GPU deployment, regulatory evolution and enterprise technology adoption. We triangulate data from software vendors, cloud providers, enterprise customers, developers and industry analysts to ensure our market forecasts are reliable.

Key Market Segments

By Device:

Desktop Computers

Mobile Devices

Cloud-Based Platforms

By Users:

B2B (Enterprise)

B2C (Individuals)

By Offering Type:

Creative AI Video Generators

Video Enhancement AI

Video Analysis AI

Others & E-commerce

Key Market Players

Adobe

Designs.ai

Google LLC

International Business Machines Corporation

Lumen5

Microsoft

Midjourney

Muse.ai

NVIDIA Corporation

OpenAI

Industry Trends

Generative AI is revolutionizing video production by enabling automatic script writing, AI avatar creation, scene generation, voice synthesis, intelligent video editing, subtitle generation, and text-to-video capabilities, significantly reducing production time while improving creativity, scalability, and content personalization.

Enterprises are increasingly adopting AI video platforms for marketing campaigns, employee training, customer engagement, sales enablement, product demonstrations, multilingual communications, internal knowledge sharing, and corporate storytelling to improve operational efficiency and digital engagement across business functions.

Cloud-based AI video platforms are gaining widespread adoption by offering scalable computing resources, collaborative content creation workflows, flexible deployment models, seamless integration with enterprise applications, lower infrastructure costs, and faster access to advanced artificial intelligence capabilities.

Artificial intelligence-powered video enhancement technologies are significantly improving video resolution, frame interpolation, background replacement, object removal, color correction, noise reduction, facial enhancement, and real-time editing efficiency, delivering higher-quality content across professional and consumer applications.

Social media platforms and digital content creators are driving substantial demand for automated short-form video generation, personalized content production, AI-powered editing, influencer marketing content, and platform-specific video optimization to maximize audience engagement and content reach.

Advancements in multimodal foundation models are enabling seamless integration of text, image, audio, and video generation within unified AI platforms, allowing organizations to create rich multimedia content through highly efficient and intelligent end-to-end production workflows.

AI-powered video analytics is witnessing increasing adoption across surveillance, retail, healthcare, sports analytics, manufacturing, transportation, and autonomous systems, where computer vision and deep learning technologies enable real-time monitoring, object detection, behavioral analysis, and operational intelligence.

Growing investments in graphics processing units (GPUs), AI accelerators, high-performance computing infrastructure, and cloud-based processing capabilities are significantly improving the speed, scalability, and efficiency of large-scale AI video generation, rendering, and content processing workloads.

Organizations are prioritizing responsible AI development by investing in content authenticity verification, digital watermarking technologies, copyright protection mechanisms, bias mitigation strategies, ethical AI practices, and comprehensive governance frameworks to ensure trustworthy AI-generated video content.

Strategic partnerships among AI software developers, cloud service providers, GPU manufacturers, media companies, and content creation platforms continue accelerating innovation, expanding commercial applications, improving platform capabilities, and strengthening the long-term growth of the global AI video ecosystem.

Market Determinants

Rapid Adoption of Generative AI Across Content Creation: The widespread adoption of generative artificial intelligence is the primary driver of the AI video

market. Businesses, media companies, educators, and content creators are increasingly leveraging AI to automate video production, reduce editing time, and generate high-quality personalized content at scale. According to the International Data Corporation (IDC, 2024), enterprise investment in AI technologies continues to accelerate as organizations expand AI-powered digital transformation initiatives.

Growing Demand for Video-Based Digital Communication: Video has become the preferred medium for marketing, employee training, customer engagement, e-learning, and social media communication. Organizations are increasingly deploying AI-powered video solutions to create multilingual, customized, and interactive content while reducing production costs and accelerating content delivery.

Expansion of Cloud Computing and High-Performance AI Infrastructure: The availability of scalable cloud platforms, GPU acceleration, and high-performance computing infrastructure has significantly improved the accessibility of AI video technologies. Cloud-native AI video platforms enable organizations to process complex video generation and analysis workloads without investing heavily in on-premise infrastructure.

Increasing Enterprise Automation and Productivity Initiatives: Businesses are integrating AI video tools into content marketing, customer support, internal communications, product demonstrations, and sales enablement strategies. Automated video generation, intelligent editing, captioning, and content localization improve operational efficiency while reducing production timelines.

Concerns Regarding Copyright, Deepfakes, and AI Content Authenticity: The rapid growth of AI-generated video has raised concerns regarding copyright ownership, misinformation, deepfakes, intellectual property protection, and ethical AI usage. Regulatory uncertainty surrounding AI-generated media may affect enterprise adoption and require greater investment in content verification technologies.

High Computing Requirements for Advanced AI Video Generation: Training and deploying advanced generative video models require substantial GPU resources, high-performance computing infrastructure, and significant energy consumption. These technical and financial requirements may limit adoption among smaller organizations with constrained technology budgets.

Opportunity Mapping Based on Market Trends

Expansion of Enterprise AI Video Applications: Organizations across marketing, healthcare, education, finance, manufacturing, and customer service are increasingly adopting AI-powered video solutions to automate communications, employee training, product demonstrations, and customer engagement. According to the International Data Corporation (IDC, 2024), enterprise AI spending continues to rise as businesses prioritize workflow automation and digital content creation.

Growing Demand for Personalized Video Experiences: AI is enabling hyper-personalized video content tailored to individual users, languages, customer preferences, and regional markets. Personalized marketing campaigns, adaptive learning platforms, and AI-powered customer engagement solutions are creating significant opportunities for software developers and cloud service providers.

Increasing Adoption Across Emerging Digital Economies: Rapid digitalization, expanding internet connectivity, and growing creator economies across Asia Pacific, Latin America, the Middle East, and Africa are creating attractive opportunities for AI video platforms. Increasing smartphone penetration and cloud adoption are expected to accelerate demand for AI-powered video creation tools.

Development of Responsible AI and Content Authentication Technologies: Growing emphasis on AI governance is encouraging investment in watermarking, synthetic media detection, copyright management, explainable AI, and digital content authentication solutions. Companies developing trustworthy AI video platforms with integrated compliance and security capabilities are expected to gain competitive advantages as global AI regulations continue to evolve.

Value-Creating Segments and Growth Pockets

Creative AI video generators dominate the market through rapid content automation and enterprise adoption

By Offering Type, the market is segmented into Creative AI Video Generators, Video Enhancement AI, Video Analysis AI and Others & E-commerce. The Creative AI Video Generators are the market leader in the global AI video market with an estimated share of 46.8% in 2025. Their leadership is driven by the rising demand from enterprises for video production automation, text-to-video generation, AI avatars, voice synthesis, multilingual content creation, and personalized marketing campaigns. Generative AI is helping businesses, educators, media companies and content creators cut production costs, speed up content delivery and scale digital engagement. According to the International Data Corporation (IDC, 2024), the enterprise adoption of generative AI continues to accelerate as organizations automate content creation and customer communication workflows.

The Video Analysis The AI segment is expected to grow at the highest estimated CAGR of 37.4% during the forecast period. The rapid growth of AI-powered video analysis technologies is being driven by the increasing deployment of computer vision, intelligent surveillance, retail analytics, autonomous systems, sports analytics, healthcare diagnostics, and industrial inspection solutions.

B2B enterprises remain the largest user segment while individual creators accelerate adoption

B2B (Enterprise) segment is expected to hold the largest market share in 2025 with an estimated 69.3%. AI video platforms are increasingly being used by enterprises for marketing automation, employee training, customer service, product demos, internal communications, and multilingual content generation. With businesses incorporating AI video tools into their digital transformation strategies, it is in demand across multiple sectors.

The B2C (Individuals) segment is expected to experience the fastest growth over the forecast period. As digital creators, influencers, freelancers, educators, and small business owners increasingly adopt AI video generation, and social media platforms become more popular, with AI video generation tools readily available, the consumer market is growing rapidly.

Multimodal generative AI platforms create the strongest long-term value opportunity

The best long-term value creation opportunity is in multimodal generative AI platforms that combine text, image, audio and video generation in integrated content creation ecosystems. New developments in foundation models and AI avatars, real-time video

generation, intelligent editing, synthetic voice technologies, cloud-native AI infrastructure, GPU acceleration, and responsible AI frameworks are revolutionizing the production of digital media. Companies investing in scalable multimodal AI platforms, enterprise-grade security, content authenticity technologies and personalized video generation capabilities are expected to capture significant long-term growth opportunities across the global AI video market.

Regional Market Assessment

North America dominates the market through AI innovation leadership and advanced cloud infrastructure

North America dominated the global AI video market, expected to generate 41.6% of the global revenue in 2025. The region is well-placed with leading artificial intelligence companies, strong cloud computing infrastructure, high enterprise AI adoption and sizable investments in generative AI research. The U.S. drives regional demand with big deployments of AI video platforms in marketing, media, entertainment, education, healthcare and enterprise communications. North America continues to be a major contributor to global enterprise AI spending, which opens up further growth for AI-based content generation technologies (International Data Corporation [IDC], 2024).

Asia Pacific records the fastest growth through digital transformation and expanding creator economies

The Asia Pacific region is anticipated to witness the fastest growth over the forecast period, with an estimated CAGR of 37.8% between 2026 and 2036. Rapid digitalization, expanding cloud infrastructure, increasing internet penetration and growing adoption of standard artificial intelligence (AI) technologies in China, India, Japan, South Korea and Southeast Asia are accelerating the market growth. The region's burgeoning creator economy, e-commerce ecosystem, digital marketing industry and enterprise digital transformation initiatives are fueling strong demand for AI-powered video creation and analysis solutions. As per the International Telecommunication Union (ITU, 2024), Asia Pacific continues to see significant growth in internet connectivity and digital service adoption, laying the groundwork for AI-driven applications.

Europe strengthens its position through responsible AI adoption and enterprise digitalization

Europe has a large regional market with a growing adoption of artificial intelligence by

enterprises, increasing investments in cloud computing and increasing production of digital content across industries. Germany, the UK, France, the Netherlands and the Nordic countries are actively embracing AI video technologies into education, media, manufacturing, healthcare and consumer engagement applications. The region is also working on responsible AI development, transparency and regulatory compliance, encouraging the adoption of secure and trustworthy AI video solutions. The European Commission (2024) states that sustained investments in AI innovation and digital transformation are fueling long-term growth within the European technology ecosystem.

LAMEA presents emerging opportunities through expanding digital infrastructure and cloud adoption

The LAMEA region is anticipated to grow steadily during the forecast period due to increasing investments by governments and enterprises in digital infrastructure, cloud computing, and AI adoption. In Latin America, demand is growing for tools such as AI-enabled marketing, engagement with consumers, and media production, while Middle Eastern countries are investing heavily in artificial intelligence, smart city initiatives and digital government programs. AI adoption is slowly coming to life in Africa through improved internet connectivity, cloud availability and digital entrepreneurship. According to the World Bank (2024), the ongoing investments in digital infrastructure and technological innovation in emerging economies will enhance the adoption of AI-based enterprise solutions, such as intelligent video platforms.

Recent Developments

June 2025: Adobe expanded its generative AI video capabilities by introducing advanced AI-powered video creation and editing features across its creative ecosystem, enabling faster content production and improved workflow automation.

May 2025: Google LLC strengthened its multimodal AI portfolio through continued advancements in generative video models and cloud-based AI services, supporting enterprise content creation and developer applications.

October 2024: Microsoft enhanced its AI ecosystem by expanding generative AI capabilities across enterprise productivity platforms, enabling intelligent video creation, collaboration, and automated content generation.

September 2024: NVIDIA Corporation introduced new GPU and AI computing

innovations designed to accelerate generative video models, real-time rendering, and large-scale AI video processing for enterprise and cloud applications.

Critical Business Questions Addressed

What is the current and projected size of the global AI video market?

The global AI video market was valued at USD 4.65 billion in 2025 and is projected to reach USD 821.75 billion by 2036, growing at a CAGR of 34.6% during the forecast period.

Which factors are driving market growth?

The market is driven by rapid adoption of generative AI, increasing demand for automated video content creation, expanding enterprise digital transformation initiatives, growth of cloud computing infrastructure, rising consumption of digital video content, and advancements in multimodal artificial intelligence technologies.

Which offering type segment dominates the market?

Creative AI Video Generators hold the largest market share due to their ability to automate video production, generate AI avatars, create multilingual content, perform text-to-video conversion, and significantly reduce production time and costs across enterprise and creative applications.

Which user segments are expected to generate the greatest value?

B2B (Enterprise) remains the largest user segment owing to increasing adoption of AI-powered video platforms for marketing, employee training, customer engagement, corporate communications, and business automation. The B2C (Individuals) segment is expected to witness the fastest growth due to expanding creator economies, increasing use by influencers and freelancers, and widespread adoption of AI-powered content creation tools.

Which regions offer the strongest future growth opportunities?

Asia Pacific offers the strongest future growth opportunities due to expanding digital

economies, rising AI investments, growing content creator ecosystems, and accelerating enterprise digitalization.

Beyond the Forecast

The AI video market is expected to evolve toward fully multimodal, autonomous content creation ecosystems, where artificial intelligence seamlessly generates, edits, personalizes, analyzes, and distributes video content across enterprise and consumer applications with minimal human intervention.

Advancements in text-to-video foundation models, real-time AI avatars, multimodal large language models (LLMs), intelligent video editing, synthetic voice generation, GPU acceleration, edge AI processing, content authentication, and responsible AI governance will redefine digital media production while improving scalability, personalization, and operational efficiency.

As global enterprise AI adoption, digital marketing, creator economies, cloud computing, e-commerce, immersive media, and intelligent customer engagement continue to accelerate, companies investing in secure generative AI platforms, multimodal video technologies, scalable cloud infrastructure, and AI governance frameworks will be well positioned to achieve sustained long-term growth in the global AI video market.

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