

# Global Generative AI in Music Market to Reach USD 12.25 Billion by 2032

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## Abstracts

The Global Generative AI in Music Market was valued at approximately USD 1.94 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 12.25% over the forecast period from 2024 to 2032. The intersection of artificial intelligence and music creation has ignited a technological revolution, allowing AI-driven systems to compose, arrange, and enhance music with unparalleled precision. Generative AI has unlocked new possibilities in music composition, sound design, and audio mastering, empowering musicians, content creators, and entertainment industries to produce unique, high-quality soundscapes in a fraction of the time. With machine learning algorithms continuously evolving, AI-powered music tools are now capable of generating adaptive compositions tailored to various user preferences, industry needs, and creative workflows.

The widespread adoption of AI-driven sound generation is fueled by advancements in deep learning, neural networks, and natural language processing (NLP), which allow AI to mimic human creativity in music production. With cloud-based AI solutions enabling real-time collaborative composition and automated mastering, businesses are capitalizing on AI's potential to enhance audio quality, streamline production processes, and optimize music recommendation algorithms. Moreover, the ability of AI to create dynamic, mood-responsive soundtracks for gaming, film scoring, and digital advertising has attracted substantial investments in AI-powered music platforms. However, challenges such as ethical concerns, copyright implications, and the need for AI transparency in creative ownership remain key hurdles in the market's growth trajectory.

As AI-generated compositions become increasingly sophisticated, the music industry, gaming sector, and film & television production houses are rapidly integrating generative AI to customize content, enhance consumer engagement, and reduce

production costs. The deployment of AI in automated music curation and adaptive soundscapes is particularly transformative in the streaming industry, where personalized music recommendations play a pivotal role in user retention. Furthermore, AI-driven platforms are reshaping independent music production by providing accessible tools that enable amateur composers, independent artists, and content creators to develop professional-grade soundtracks without requiring advanced technical expertise.

Regionally, North America dominates the Generative AI in Music Market, driven by its strong presence of AI startups, advanced technological infrastructure, and major investments in AI-powered audio solutions. The United States and Canada are witnessing widespread adoption of generative AI in streaming platforms, digital advertising, and game development. Europe follows closely, with AI-powered music solutions gaining traction across film production and live performance enhancement. Meanwhile, the Asia-Pacific region is expected to experience the fastest growth, fueled by the rapid expansion of AI-driven content creation platforms in China, India, and Japan, alongside the rising demand for automated music solutions in gaming and social media applications.

#### Major Market Players Included in This Report:

OpenAI

Sony CSL Research Lab

Amper Music

AIVA Technologies

IBM Watson Music

Jukedek (TikTok)

Google DeepMind

Humtap

Boomy Corporation

Melodrive

WaveAI

Soundraw

Endel

Loudly

Algoriddim

The Detailed Segments and Sub-segments of the Market Are Explained Below:

By Technology:

Machine Learning Algorithms

Natural Language Processing (NLP)

Neural Networks

Deep Learning

By Application:

Music Composition

Sound Design

Music Recommendation

Audio Mastering

By User Type:

Professional Musicians

Amateur Composers

Music Producers

Content Creators

By Deployment Model:

Cloud-Based Solutions

On-Premises Solutions

Hybrid Solutions

By End Use Sector:

Music Industry

Film & Television

Gaming

Advertising

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Rest of Latin America

Middle East & Africa:

Saudi Arabia

South Africa

Rest of MEA

#### Years Considered for the Study:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

#### Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenue and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level insights.

Competitive landscape analysis with information on major players.

Examination of key business strategies and recommendations for future market approaches.

Assessment of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL GENERATIVE AI IN MUSIC MARKET EXECUTIVE SUMMARY**

- 1.1. Global Generative AI in Music Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Technology
  - 1.3.2. By Application
  - 1.3.3. By User Type
  - 1.3.4. By Deployment Model
  - 1.3.5. By End Use Sector
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL GENERATIVE AI IN MUSIC MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

## **CHAPTER 3. GLOBAL GENERATIVE AI IN MUSIC MARKET DYNAMICS**

### **3.1. Market Drivers**

- 3.1.1. Rising adoption of AI-driven music solutions across entertainment sectors
- 3.1.2. Advancements in deep learning, neural networks, and NLP enhancing creative outputs
- 3.1.3. Increasing investments in AI-powered content creation platforms

### **3.2. Market Challenges**

- 3.2.1. Ethical concerns and copyright implications in AI-generated music
- 3.2.2. Need for transparency in AI creative ownership and algorithmic biases
- 3.2.3. High initial integration costs and technology adoption barriers

### **3.3. Market Opportunities**

- 3.3.1. Expansion of cloud-based collaborative composition tools
- 3.3.2. Growing demand for personalized music recommendations in streaming services
- 3.3.3. Increasing utilization of AI in film, gaming, and digital advertising soundtracks

## **CHAPTER 4. GLOBAL GENERATIVE AI IN MUSIC MARKET INDUSTRY ANALYSIS**

### **4.1. Porter's 5 Force Model**

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### **4.2. PESTEL Analysis**

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### **4.3. Top Investment Opportunity**

### **4.4. Top Winning Strategies**

### **4.5. Disruptive Trends**

### **4.6. Industry Expert Perspective**



#### 4.7. Analyst Recommendation & Conclusion

### **CHAPTER 5. GLOBAL GENERATIVE AI IN MUSIC MARKET SIZE & FORECASTS BY TECHNOLOGY 2022-2032**

#### 5.1. Segment Dashboard

#### 5.2. Global Generative AI in Music Market: Technology Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

##### 5.2.1. Machine Learning Algorithms

##### 5.2.2. Natural Language Processing (NLP)

##### 5.2.3. Neural Networks

##### 5.2.4. Deep Learning

### **CHAPTER 6. GLOBAL GENERATIVE AI IN MUSIC MARKET SIZE & FORECASTS BY APPLICATION 2022-2032**

#### 6.1. Segment Dashboard

#### 6.2. Global Generative AI in Music Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

##### 6.2.1. Music Composition

##### 6.2.2. Sound Design

##### 6.2.3. Music Recommendation

##### 6.2.4. Audio Mastering

### **CHAPTER 7. GLOBAL GENERATIVE AI IN MUSIC MARKET SIZE & FORECASTS BY USER TYPE 2022-2032**

#### 7.1. Segment Dashboard

#### 7.2. Global Generative AI in Music Market: User Type Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

##### 7.2.1. Professional Musicians

##### 7.2.2. Amateur Composers

##### 7.2.3. Music Producers

##### 7.2.4. Content Creators

### **CHAPTER 8. GLOBAL GENERATIVE AI IN MUSIC MARKET SIZE & FORECASTS BY DEPLOYMENT MODEL 2022-2032**

#### 8.1. Segment Dashboard

## 8.2. Global Generative AI in Music Market: Deployment Model Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

- 8.2.1. Cloud-Based Solutions
- 8.2.2. On-Premises Solutions
- 8.2.3. Hybrid Solutions

## **CHAPTER 9. GLOBAL GENERATIVE AI IN MUSIC MARKET SIZE & FORECASTS BY END USE SECTOR 2022-2032**

### 9.1. Segment Dashboard

## 9.2. Global Generative AI in Music Market: End Use Sector Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

- 9.2.1. Music Industry
- 9.2.2. Film & Television
- 9.2.3. Gaming
- 9.2.4. Advertising

## **CHAPTER 10. GLOBAL GENERATIVE AI IN MUSIC MARKET SIZE & FORECASTS BY REGION 2022-2032**

### 10.1. North America Generative AI in Music Market

- 10.1.1. U.S. Generative AI in Music Market
  - 10.1.1.1. Technology breakdown size & forecasts, 2022-2032
  - 10.1.1.2. Application breakdown size & forecasts, 2022-2032
- 10.1.2. Canada Generative AI in Music Market

### 10.2. Europe Generative AI in Music Market

- 10.2.1. U.K. Generative AI in Music Market
- 10.2.2. Germany Generative AI in Music Market
- 10.2.3. France Generative AI in Music Market
- 10.2.4. Spain Generative AI in Music Market
- 10.2.5. Italy Generative AI in Music Market
- 10.2.6. Rest of Europe Generative AI in Music Market

### 10.3. Asia-Pacific Generative AI in Music Market

- 10.3.1. China Generative AI in Music Market
- 10.3.2. India Generative AI in Music Market
- 10.3.3. Japan Generative AI in Music Market
- 10.3.4. Australia Generative AI in Music Market
- 10.3.5. South Korea Generative AI in Music Market
- 10.3.6. Rest of Asia-Pacific Generative AI in Music Market

- 10.4. Latin America Generative AI in Music Market
  - 10.4.1. Brazil Generative AI in Music Market
  - 10.4.2. Mexico Generative AI in Music Market
  - 10.4.3. Rest of Latin America Generative AI in Music Market
- 10.5. Middle East & Africa Generative AI in Music Market
  - 10.5.1. Saudi Arabia Generative AI in Music Market
  - 10.5.2. South Africa Generative AI in Music Market
  - 10.5.3. Rest of MEA Generative AI in Music Market

## **CHAPTER 11. COMPETITIVE INTELLIGENCE**

- 11.1. Key Company SWOT Analysis
  - 11.1.1. OpenAI
  - 11.1.2. Sony CSL Research Lab
  - 11.1.3. Amper Music
- 11.2. Top Market Strategies
- 11.3. Company Profiles
  - 11.3.1. OpenAI
    - 11.3.1.1. Key Information
    - 11.3.1.2. Overview
    - 11.3.1.3. Financial (Subject to Data Availability)
    - 11.3.1.4. Product Summary
    - 11.3.1.5. Market Strategies
  - 11.3.2. AIVA Technologies
  - 11.3.3. IBM Watson Music
  - 11.3.4. Jukedee (TikTok)
  - 11.3.5. Google DeepMind
  - 11.3.6. Humtap
  - 11.3.7. Boomy Corporation
  - 11.3.8. Melodrive
  - 11.3.9. WaveAI
  - 11.3.10. Soundraw
  - 11.3.11. Endel
  - 11.3.12. Loudly
  - 11.3.13. Algoriddim

## **CHAPTER 12. RESEARCH PROCESS**

- 12.1. Research Process

- 12.1.1. Data Mining
- 12.1.2. Analysis
- 12.1.3. Market Estimation
- 12.1.4. Validation
- 12.1.5. Publishing
- 12.2. Research Attributes

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