

Global AI Video Upscaling Software Market Research Report 2026(Status and Outlook)

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Abstracts

AI video upscaling software refers to a computer program or algorithm that utilizes artificial intelligence techniques, such as machine learning and deep neural networks, to enhance the resolution and quality of digital videos. This software analyzes low-resolution videos and applies advanced algorithms to increase their resolution, reduce noise, and enhance details. By leveraging AI capabilities, video upscaling software can intelligently predict missing information and generate more visually appealing and sharper videos, improving the viewing experience on high-resolution displays and devices. With the rapid development of AI technology, various types of AI applications are booming, and AI video upscaling software is one of the typical products under this trend. This product has achieved explosive growth in the past two years. In terms of product type, with the advancement of technology, the proportion of cloud-based AI video upscaling software will gradually increase in the future, and it is expected to reach 55.7% in 2030. At present, since on premise type AI video upscaling software is still the mainstream, it will have a revenue of US\$ 72.61 million in 2023, accounting for about 73%. In terms of product application, most of the users of AI video upscaling software are professional film and television producers. In 2023, the application of film and television producer accounted for 59.53%, with a revenue of US\$ 59.29 million. However, in the future, with the increase in the number of content creators and the improvement of professionalism, the scale of this application will increase from US\$ 35.24 million in 2023 to US\$ 314.75 million. In terms of regions, North America and Europe, the main regions for AI technology innovation, still occupy an important position in the market. However, supported by the overall consumption volume, the Asia-Pacific region will grow at a CAGR of 39.9% from 2024 to 2030, reaching a consumption volume of US\$254.42 million in 2030. In terms of enterprises, the period from 2022 to 2023 is the explosive growth period of AI video upscaling software, and many companies participated in the market, including large companies such as CapCut

(ByteDance) and Wondershare. At present, most of the major players in this market are small in size, and the product is still in a period of rapid development. In the future, it is expected that larger companies will participate in this track, such as Adobe. Currently, participants in the market are mainly divided into two categories of enterprises. One category is start-up AI companies, whose products are relatively single and rely on their technological advantages to focus on the field of AI audio and video upscaling. The other category is the leading manufacturers of existing video software products. They integrate AI video upscaling software into existing software products and occupy a strong position in the market relying on their huge customer base and brand awareness.

The global AI Video Upscaling Software market size was estimated at USD 175.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 35.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global AI Video Upscaling Software market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global AI Video Upscaling Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the AI Video Upscaling Software market.

Global AI Video Upscaling Software Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country),

key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

DVDFab
Blackmagic Design
AVCLabs
Topaz Labs
HitPaw
Movavi
LibAI (cutout.pro)
MAGIX
Pixocial
Wondershare
Simplified (TLDR Technologies)
CapCut (ByteDance)
Digiarty Software
Nero

Market Segmentation (by Type)

Cloud Based
On Premise

Market Segmentation (by Application)

Film and Television Producer
Content Creator
Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the AI Video Upscaling Software Market

Overview of the regional outlook of the AI Video Upscaling Software Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the AI Video Upscaling Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of AI Video Upscaling Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical

and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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