

Global AI Video Upscaling Software Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global AI Video Upscaling Software market size will reach 268.30 Million USD in 2025 and is projected to reach 2,103.24 Million USD by 2032, with a CAGR of 34.20% (2025-2032). Notably, the China AI Video Upscaling Software market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

AI video upscaling software is a digital tool that uses artificial intelligence and machine learning algorithms to enhance the resolution and visual quality of low-definition videos. By analyzing patterns, textures, and details in each frame, the software intelligently fills in missing pixels and sharpens edges, effectively converting standard or lower-resolution footage into high-definition or even 4K quality. Unlike traditional upscaling methods that rely on simple interpolation, AI-based upscaling can restore fine details, reduce noise, and improve color accuracy, making it especially useful for restoring old videos, improving streaming content, and optimizing footage for modern displays.

The major global suppliers of AI Video Upscaling Software include DVDFab, Blackmagic Design, AVCLabs, Topaz Labs, HitPaw, Movavi, LibAI (cutout.pro), MAGIX, Pixocial, Wondershare, Simplified (TLDR Technologies), CapCut (ByteDance), Digiarty Software, Nero, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong

competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of AI Video Upscaling Software. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global AI Video Upscaling Software market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the AI Video Upscaling Software market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of AI Video Upscaling Software industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of AI Video Upscaling Software Include:

DVDFab

Blackmagic Design

AVCLabs

Topaz Labs

HitPaw

Movavi

LibAI (cutout.pro)

MAGIX

Pixocial

Wondershare

Simplified (TLDR Technologies)

CapCut (ByteDance)

Digiarty Software

Nero

AI Video Upscaling Software Product Segment Include:

Cloud Based

On Premise

AI Video Upscaling Software Product Application Include:

Film and Television Producer

Content Creator

Others

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