

# Global Academic AI-generated Content Detection Service Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Academic AI-generated Content Detection Service market size is expected to reach \$ 754 million by 2032, rising at a market growth of 13.1% CAGR during the forecast period (2026-2032).

Academic AI-generated Content Detection Service refers to a specialized service for universities, research institutions and academic publishers that applies machine learning classifiers, statistical language models, implicit watermarking and other techniques to generate an AI-generated probability score and provide a visual detection report for submitted theses. Its core value lies in identifying whether students or researchers have directly written or paraphrased their manuscripts using LLMs (e.g., ChatGPT, DeepSeek). The service typically delivers results via webpage upload (SaaS) or API integration (Turnitin, Zhongke Ruijian, etc.), with business models ranging from pay-per-detection, institutional bulk licensing to platform-based SaaS subscriptions. Broadly, it may be bundled with other academic integrity services such as plagiarism checking and format validation. The industry significance lies in the fact that as generative AI proliferates, academic integrity oversight has upgraded from “plagiarism prevention” to “AI-generated writing prevention”, making AI rate detection a mandatory step in thesis review, degree evaluation and journal peer review, directly affecting the graduation process of millions of graduate students and the teaching order of academic institutions.

Academic AI-generated content detection service is the frontline defense against the misuse of generative AI in higher education and scholarly publishing. Its core value lies not in delivering absolute accuracy, but in providing actionable risk signals within current academic norms. Pricing: single web-based detection ranges from free (ZeroGPT basic)

to about USD 2–5 (Turnitin student side); institutional API subscriptions cost tens of thousands to hundreds of thousands USD annually (Turnitin Plus module ~USD 163,000 per institution). Margins are extremely high: marginal cost of SaaS detection is very low (USD 0.001–0.01 per inference), while pricing to students or institutions amplifies value by tens of times, with gross margins typically reaching 80–95%. Downstream primary applications: graduate thesis review accounts for 50–55% of global detection volume, academic journal submissions 20–25%, grant proposals and research integrity checks 10–15%, routine student assignments 5–10%, others 5%. Incremental demand is driven by three forces: (i) mandatory AI detection policies adopted by universities worldwide (e.g., UK Russell Group, China’s Ministry of Education) setting AI rate as a graduation threshold; (ii) top-tier journals (Elsevier, Springer Nature) embedding AI detection into their submission systems, linking rejection rates directly to AI scores; (iii) the growing penetration of generative AI (over 100 million ChatGPT users in China) forcing continuous detection upgrades. Landscape: Turnitin enjoys a 70–80% share of the global institutional and publisher market, leveraging its long-standing plagiarism-checking channels and deep LMS integration, becoming the de facto standard. GPTZero and Copyleaks have high penetration among educators and students for self-service testing. China presents a “dual-track” structure: CNKI, CQVIP and Wanfang serve as the mandatory final check platforms for universities, while PaperPass, Qianbi AI, Huolongguo Writing offer low-cost or free pre-submission self-checks. API-focused players like Reality Defender and Pangram Labs mainly serve publishers and enterprise clients. Uncertainties include: continuous evolution of AI evasion techniques (synonym substitution, paraphrasing, translation camouflage) that may rapidly degrade detection accuracy over time; unclear legal status and evidential weight of AI detection scores under regulations such as the EU AI Act and China’s Academic Degrees Law; and the trade-off between accuracy and false positives – overly strict thresholds may penalise honest students and politically sensitive content. Conclusion: The academic AI detection service is in a rapid growth stage, transitioning from an “optional tool” to a “mandatory standard”, driven by the compliance-driven demand for academic integrity screening. Structural features include a high entry barrier established by Turnitin through channel monopoly, yet open-source models and novel detection algorithms are gradually lowering the technological barrier. Over the next three years, competition will shift from raw accuracy to a balanced capability set covering low false positive rates, multilingual support, and robustness against adversarial rewriting, with API-based services gradually absorbing incremental growth from web uploads.

This report studies the global Academic AI-generated Content Detection Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Academic AI-generated Content Detection Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Academic AI-generated Content Detection Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Academic AI-generated Content Detection Service total market, 2021-2032, (USD Million)

Global Academic AI-generated Content Detection Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Academic AI-generated Content Detection Service total market, key domestic companies, and share, (USD Million)

Global Academic AI-generated Content Detection Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Academic AI-generated Content Detection Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Academic AI-generated Content Detection Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Academic AI-generated Content Detection Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Turnitin, GPTZero, Copyleaks, Originality.ai, Grammarly, Scribbr, Winston AI, SciSpace, Writer.com, ZeroGPT, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Academic AI-generated Content Detection Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years

2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Academic AI-generated Content Detection Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Academic AI-generated Content Detection Service Market, Segmentation by Type:

Statistical Perplexity-based

Classifier-based (Finetuned LLM)

Watermark-based

Hybrid (Ensemble)

Global Academic AI-generated Content Detection Service Market, Segmentation by Delivery:

SaaS Web Upload (Freemium)

Institutional API

LMS Plugin / Native Integration

Bulk Batch Processing

Others

Global Academic AI-generated Content Detection Service Market, Segmentation by Application:

Higher Education Thesis / Dissertation Review

Academic Journal Submission

Grant Proposal & Research Integrity

Institutional Student Assignment

K-12 Classroom

Others

Companies Profiled:

Turnitin

GPTZero

Copyleaks

Originality.ai

Grammarly

Scribbr

Winston AI

SciSpace

Writer.com

ZeroGPT

Smodin

Quetext

QuillBot

Wordvice AI

Plagscan

TraceGPT

Crossplag

PaperPass

IDENTIFIC

PlagiarismCheck.org

Passed AI

Studiosity

PlagScan GmbH

Unicheck

Compilatio

Duplichecker

Hive Moderation

Proofademic.ai

Advacheck

Plag.Iv

CNKI

CQVIP

Wanfang Data

Tencent Zhuque

PaperAiBye

Huolongguo Writing

Qianbi AI

Linggan AI

Maomaochong

PaperYY

CopyMonitor (Muhayu)

Reality Defender

Pindrop

DuckDuckGoose

Sensity

Pangram Labs

SpeedAI (Feichi Xingchen)

ImBD (Fudan)

#### Key Questions Answered

1. How big is the global Academic AI-generated Content Detection Service market?
2. What is the demand of the global Academic AI-generated Content Detection Service market?
3. What is the year over year growth of the global Academic AI-generated Content Detection Service market?
4. What is the total value of the global Academic AI-generated Content Detection Service market?
5. Who are the Major Players in the global Academic AI-generated Content Detection Service market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Academic AI-generated Content Detection Service Introduction
- 1.2 World Academic AI-generated Content Detection Service Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Academic AI-generated Content Detection Service Total Market by Region (by Headquarter Location)
  - 1.3.1 World Academic AI-generated Content Detection Service Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Academic AI-generated Content Detection Service Revenue (2021-2032)
  - 1.3.3 China Based Company Academic AI-generated Content Detection Service Revenue (2021-2032)
  - 1.3.4 Europe Based Company Academic AI-generated Content Detection Service Revenue (2021-2032)
  - 1.3.5 Japan Based Company Academic AI-generated Content Detection Service Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Academic AI-generated Content Detection Service Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Academic AI-generated Content Detection Service Revenue (2021-2032)
  - 1.3.8 India Based Company Academic AI-generated Content Detection Service Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Academic AI-generated Content Detection Service Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Academic AI-generated Content Detection Service Consumption Value (2021-2032)
- 2.2 World Academic AI-generated Content Detection Service Consumption Value by Region
  - 2.2.1 World Academic AI-generated Content Detection Service Consumption Value by Region (2021-2026)
  - 2.2.2 World Academic AI-generated Content Detection Service Consumption Value

Forecast by Region (2027-2032)

2.3 United States Academic AI-generated Content Detection Service Consumption Value (2021-2032)

2.4 China Academic AI-generated Content Detection Service Consumption Value (2021-2032)

2.5 Europe Academic AI-generated Content Detection Service Consumption Value (2021-2032)

2.6 Japan Academic AI-generated Content Detection Service Consumption Value (2021-2032)

2.7 South Korea Academic AI-generated Content Detection Service Consumption Value (2021-2032)

2.8 ASEAN Academic AI-generated Content Detection Service Consumption Value (2021-2032)

2.9 India Academic AI-generated Content Detection Service Consumption Value (2021-2032)

### **3 WORLD ACADEMIC AI-GENERATED CONTENT DETECTION SERVICE COMPANIES COMPETITIVE ANALYSIS**

3.1 World Academic AI-generated Content Detection Service Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Academic AI-generated Content Detection Service Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Academic AI-generated Content Detection Service in 2025

3.2.3 Global Concentration Ratios (CR8) for Academic AI-generated Content Detection Service in 2025

3.3 Academic AI-generated Content Detection Service Company Evaluation Quadrant

3.4 Academic AI-generated Content Detection Service Market: Overall Company Footprint Analysis

3.4.1 Academic AI-generated Content Detection Service Market: Region Footprint

3.4.2 Academic AI-generated Content Detection Service Market: Company Product Type Footprint

3.4.3 Academic AI-generated Content Detection Service Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

- 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

## **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

- 4.1 United States VS China: Academic AI-generated Content Detection Service Revenue Comparison (by Headquarter Location)
  - 4.1.1 United States VS China: Academic AI-generated Content Detection Service Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
  - 4.1.2 United States VS China: Academic AI-generated Content Detection Service Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Academic AI-generated Content Detection Service Consumption Value Comparison
  - 4.2.1 United States VS China: Academic AI-generated Content Detection Service Consumption Value Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Academic AI-generated Content Detection Service Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Academic AI-generated Content Detection Service Companies and Market Share, 2021-2026
  - 4.3.1 United States Based Academic AI-generated Content Detection Service Companies, Headquarters (States, Country)
  - 4.3.2 United States Based Companies Academic AI-generated Content Detection Service Revenue, (2021-2026)
- 4.4 China Based Companies Academic AI-generated Content Detection Service Revenue and Market Share, 2021-2026
  - 4.4.1 China Based Academic AI-generated Content Detection Service Companies, Company Headquarters (Province, Country)
  - 4.4.2 China Based Companies Academic AI-generated Content Detection Service Revenue, (2021-2026)
- 4.5 Rest of World Based Academic AI-generated Content Detection Service Companies and Market Share, 2021-2026
  - 4.5.1 Rest of World Based Academic AI-generated Content Detection Service Companies, Headquarters (Province, Country)
  - 4.5.2 Rest of World Based Companies Academic AI-generated Content Detection Service Revenue (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Academic AI-generated Content Detection Service Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Statistical Perplexity-based

5.2.2 Classifier-based (Finetuned LLM)

5.2.3 Watermark-based

5.2.4 Hybrid (Ensemble)

5.3 Market Segment by Type

5.3.1 World Academic AI-generated Content Detection Service Market Size by Type (2021-2026)

5.3.2 World Academic AI-generated Content Detection Service Market Size by Type (2027-2032)

5.3.3 World Academic AI-generated Content Detection Service Market Size Market Share by Type (2027-2032)

## **6 MARKET ANALYSIS BY DELIVERY**

6.1 World Academic AI-generated Content Detection Service Market Size Overview by Delivery: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Delivery

6.2.1 SaaS Web Upload (Freemium)

6.2.2 Institutional API

6.2.3 LMS Plugin / Native Integration

6.2.4 Bulk Batch Processing

6.2.5 Others

6.3 Market Segment by Delivery

6.3.1 World Academic AI-generated Content Detection Service Market Size by Delivery (2021-2026)

6.3.2 World Academic AI-generated Content Detection Service Market Size by Delivery (2027-2032)

6.3.3 World Academic AI-generated Content Detection Service Market Size Market Share by Delivery (2027-2032)

## **7 MARKET ANALYSIS BY APPLICATION**

7.1 World Academic AI-generated Content Detection Service Market Size Overview by Application: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Application

7.2.1 Higher Education Thesis / Dissertation Review

- 7.2.2 Academic Journal Submission
- 7.2.3 Grant Proposal & Research Integrity
- 7.2.4 Institutional Student Assignment
- 7.2.5 K?12 Classroom
- 7.2.6 Others

### 7.3 Market Segment by Application

- 7.3.1 World Academic AI-generated Content Detection Service Market Size by Application (2021-2026)
- 7.3.2 World Academic AI-generated Content Detection Service Market Size by Application (2027-2032)
- 7.3.3 World Academic AI-generated Content Detection Service Market Size Market Share by Application (2021-2032)

## 8 COMPANY PROFILES

### 8.1 Turnitin

- 8.1.1 Turnitin Details
- 8.1.2 Turnitin Major Business
- 8.1.3 Turnitin Academic AI-generated Content Detection Service Product and Services
- 8.1.4 Turnitin Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
- 8.1.5 Turnitin Recent Developments/Updates
- 8.1.6 Turnitin Competitive Strengths & Weaknesses

### 8.2 GPTZero

- 8.2.1 GPTZero Details
- 8.2.2 GPTZero Major Business
- 8.2.3 GPTZero Academic AI-generated Content Detection Service Product and Services
- 8.2.4 GPTZero Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
- 8.2.5 GPTZero Recent Developments/Updates
- 8.2.6 GPTZero Competitive Strengths & Weaknesses

### 8.3 Copyleaks

- 8.3.1 Copyleaks Details
- 8.3.2 Copyleaks Major Business
- 8.3.3 Copyleaks Academic AI-generated Content Detection Service Product and Services
- 8.3.4 Copyleaks Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

- 8.3.5 Copyleaks Recent Developments/Updates
- 8.3.6 Copyleaks Competitive Strengths & Weaknesses
- 8.4 Originality.ai
  - 8.4.1 Originality.ai Details
  - 8.4.2 Originality.ai Major Business
  - 8.4.3 Originality.ai Academic AI-generated Content Detection Service Product and Services
  - 8.4.4 Originality.ai Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.4.5 Originality.ai Recent Developments/Updates
  - 8.4.6 Originality.ai Competitive Strengths & Weaknesses
- 8.5 Grammarly
  - 8.5.1 Grammarly Details
  - 8.5.2 Grammarly Major Business
  - 8.5.3 Grammarly Academic AI-generated Content Detection Service Product and Services
  - 8.5.4 Grammarly Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.5.5 Grammarly Recent Developments/Updates
  - 8.5.6 Grammarly Competitive Strengths & Weaknesses
- 8.6 Scribbr
  - 8.6.1 Scribbr Details
  - 8.6.2 Scribbr Major Business
  - 8.6.3 Scribbr Academic AI-generated Content Detection Service Product and Services
  - 8.6.4 Scribbr Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.6.5 Scribbr Recent Developments/Updates
  - 8.6.6 Scribbr Competitive Strengths & Weaknesses
- 8.7 Winston AI
  - 8.7.1 Winston AI Details
  - 8.7.2 Winston AI Major Business
  - 8.7.3 Winston AI Academic AI-generated Content Detection Service Product and Services
  - 8.7.4 Winston AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.7.5 Winston AI Recent Developments/Updates
  - 8.7.6 Winston AI Competitive Strengths & Weaknesses
- 8.8 SciSpace
  - 8.8.1 SciSpace Details

- 8.8.2 SciSpace Major Business
- 8.8.3 SciSpace Academic AI-generated Content Detection Service Product and Services
- 8.8.4 SciSpace Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
- 8.8.5 SciSpace Recent Developments/Updates
- 8.8.6 SciSpace Competitive Strengths & Weaknesses
- 8.9 Writer.com
  - 8.9.1 Writer.com Details
  - 8.9.2 Writer.com Major Business
  - 8.9.3 Writer.com Academic AI-generated Content Detection Service Product and Services
  - 8.9.4 Writer.com Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.9.5 Writer.com Recent Developments/Updates
  - 8.9.6 Writer.com Competitive Strengths & Weaknesses
- 8.10 ZeroGPT
  - 8.10.1 ZeroGPT Details
  - 8.10.2 ZeroGPT Major Business
  - 8.10.3 ZeroGPT Academic AI-generated Content Detection Service Product and Services
  - 8.10.4 ZeroGPT Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.10.5 ZeroGPT Recent Developments/Updates
  - 8.10.6 ZeroGPT Competitive Strengths & Weaknesses
- 8.11 Smodin
  - 8.11.1 Smodin Details
  - 8.11.2 Smodin Major Business
  - 8.11.3 Smodin Academic AI-generated Content Detection Service Product and Services
  - 8.11.4 Smodin Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.11.5 Smodin Recent Developments/Updates
  - 8.11.6 Smodin Competitive Strengths & Weaknesses
- 8.12 Quetext
  - 8.12.1 Quetext Details
  - 8.12.2 Quetext Major Business
  - 8.12.3 Quetext Academic AI-generated Content Detection Service Product and Services

8.12.4 Quetext Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.12.5 Quetext Recent Developments/Updates

8.12.6 Quetext Competitive Strengths & Weaknesses

8.13 QuillBot

8.13.1 QuillBot Details

8.13.2 QuillBot Major Business

8.13.3 QuillBot Academic AI-generated Content Detection Service Product and Services

8.13.4 QuillBot Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.13.5 QuillBot Recent Developments/Updates

8.13.6 QuillBot Competitive Strengths & Weaknesses

8.14 Wordvice AI

8.14.1 Wordvice AI Details

8.14.2 Wordvice AI Major Business

8.14.3 Wordvice AI Academic AI-generated Content Detection Service Product and Services

8.14.4 Wordvice AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.14.5 Wordvice AI Recent Developments/Updates

8.14.6 Wordvice AI Competitive Strengths & Weaknesses

8.15 Plagscan

8.15.1 Plagscan Details

8.15.2 Plagscan Major Business

8.15.3 Plagscan Academic AI-generated Content Detection Service Product and Services

8.15.4 Plagscan Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.15.5 Plagscan Recent Developments/Updates

8.15.6 Plagscan Competitive Strengths & Weaknesses

8.16 TraceGPT

8.16.1 TraceGPT Details

8.16.2 TraceGPT Major Business

8.16.3 TraceGPT Academic AI-generated Content Detection Service Product and Services

8.16.4 TraceGPT Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.16.5 TraceGPT Recent Developments/Updates

- 8.16.6 TraceGPT Competitive Strengths & Weaknesses
- 8.17 Crossplag
  - 8.17.1 Crossplag Details
  - 8.17.2 Crossplag Major Business
  - 8.17.3 Crossplag Academic AI-generated Content Detection Service Product and Services
  - 8.17.4 Crossplag Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.17.5 Crossplag Recent Developments/Updates
  - 8.17.6 Crossplag Competitive Strengths & Weaknesses
- 8.18 PaperPass
  - 8.18.1 PaperPass Details
  - 8.18.2 PaperPass Major Business
  - 8.18.3 PaperPass Academic AI-generated Content Detection Service Product and Services
  - 8.18.4 PaperPass Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.18.5 PaperPass Recent Developments/Updates
  - 8.18.6 PaperPass Competitive Strengths & Weaknesses
- 8.19 IDENTIFIC
  - 8.19.1 IDENTIFIC Details
  - 8.19.2 IDENTIFIC Major Business
  - 8.19.3 IDENTIFIC Academic AI-generated Content Detection Service Product and Services
  - 8.19.4 IDENTIFIC Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.19.5 IDENTIFIC Recent Developments/Updates
  - 8.19.6 IDENTIFIC Competitive Strengths & Weaknesses
- 8.20 PlagiarismCheck.org
  - 8.20.1 PlagiarismCheck.org Details
  - 8.20.2 PlagiarismCheck.org Major Business
  - 8.20.3 PlagiarismCheck.org Academic AI-generated Content Detection Service Product and Services
  - 8.20.4 PlagiarismCheck.org Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.20.5 PlagiarismCheck.org Recent Developments/Updates
  - 8.20.6 PlagiarismCheck.org Competitive Strengths & Weaknesses
- 8.21 Passed AI
  - 8.21.1 Passed AI Details

- 8.21.2 Passed AI Major Business
- 8.21.3 Passed AI Academic AI-generated Content Detection Service Product and Services
- 8.21.4 Passed AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
- 8.21.5 Passed AI Recent Developments/Updates
- 8.21.6 Passed AI Competitive Strengths & Weaknesses
- 8.22 Studiosity
  - 8.22.1 Studiosity Details
  - 8.22.2 Studiosity Major Business
  - 8.22.3 Studiosity Academic AI-generated Content Detection Service Product and Services
  - 8.22.4 Studiosity Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.22.5 Studiosity Recent Developments/Updates
  - 8.22.6 Studiosity Competitive Strengths & Weaknesses
- 8.23 PlagScan GmbH
  - 8.23.1 PlagScan GmbH Details
  - 8.23.2 PlagScan GmbH Major Business
  - 8.23.3 PlagScan GmbH Academic AI-generated Content Detection Service Product and Services
  - 8.23.4 PlagScan GmbH Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.23.5 PlagScan GmbH Recent Developments/Updates
  - 8.23.6 PlagScan GmbH Competitive Strengths & Weaknesses
- 8.24 Unicheck
  - 8.24.1 Unicheck Details
  - 8.24.2 Unicheck Major Business
  - 8.24.3 Unicheck Academic AI-generated Content Detection Service Product and Services
  - 8.24.4 Unicheck Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.24.5 Unicheck Recent Developments/Updates
  - 8.24.6 Unicheck Competitive Strengths & Weaknesses
- 8.25 Compilatio
  - 8.25.1 Compilatio Details
  - 8.25.2 Compilatio Major Business
  - 8.25.3 Compilatio Academic AI-generated Content Detection Service Product and Services

8.25.4 Compilatio Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.25.5 Compilatio Recent Developments/Updates

8.25.6 Compilatio Competitive Strengths & Weaknesses

8.26 Duplichecker

8.26.1 Duplichecker Details

8.26.2 Duplichecker Major Business

8.26.3 Duplichecker Academic AI-generated Content Detection Service Product and Services

8.26.4 Duplichecker Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.26.5 Duplichecker Recent Developments/Updates

8.26.6 Duplichecker Competitive Strengths & Weaknesses

8.27 Hive Moderation

8.27.1 Hive Moderation Details

8.27.2 Hive Moderation Major Business

8.27.3 Hive Moderation Academic AI-generated Content Detection Service Product and Services

8.27.4 Hive Moderation Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.27.5 Hive Moderation Recent Developments/Updates

8.27.6 Hive Moderation Competitive Strengths & Weaknesses

8.28 Proofademic.ai

8.28.1 Proofademic.ai Details

8.28.2 Proofademic.ai Major Business

8.28.3 Proofademic.ai Academic AI-generated Content Detection Service Product and Services

8.28.4 Proofademic.ai Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.28.5 Proofademic.ai Recent Developments/Updates

8.28.6 Proofademic.ai Competitive Strengths & Weaknesses

8.29 Advacheck

8.29.1 Advacheck Details

8.29.2 Advacheck Major Business

8.29.3 Advacheck Academic AI-generated Content Detection Service Product and Services

8.29.4 Advacheck Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.29.5 Advacheck Recent Developments/Updates

- 8.29.6 Advacheck Competitive Strengths & Weaknesses
- 8.30 Plag.Iv
  - 8.30.1 Plag.Iv Details
  - 8.30.2 Plag.Iv Major Business
  - 8.30.3 Plag.Iv Academic AI-generated Content Detection Service Product and Services
  - 8.30.4 Plag.Iv Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.30.5 Plag.Iv Recent Developments/Updates
  - 8.30.6 Plag.Iv Competitive Strengths & Weaknesses
- 8.31 CNKI
  - 8.31.1 CNKI Details
  - 8.31.2 CNKI Major Business
  - 8.31.3 CNKI Academic AI-generated Content Detection Service Product and Services
  - 8.31.4 CNKI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.31.5 CNKI Recent Developments/Updates
  - 8.31.6 CNKI Competitive Strengths & Weaknesses
- 8.32 CQVIP
  - 8.32.1 CQVIP Details
  - 8.32.2 CQVIP Major Business
  - 8.32.3 CQVIP Academic AI-generated Content Detection Service Product and Services
  - 8.32.4 CQVIP Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.32.5 CQVIP Recent Developments/Updates
  - 8.32.6 CQVIP Competitive Strengths & Weaknesses
- 8.33 Wanfang Data
  - 8.33.1 Wanfang Data Details
  - 8.33.2 Wanfang Data Major Business
  - 8.33.3 Wanfang Data Academic AI-generated Content Detection Service Product and Services
  - 8.33.4 Wanfang Data Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)
  - 8.33.5 Wanfang Data Recent Developments/Updates
  - 8.33.6 Wanfang Data Competitive Strengths & Weaknesses
- 8.34 Tencent Zhuque
  - 8.34.1 Tencent Zhuque Details
  - 8.34.2 Tencent Zhuque Major Business

8.34.3 Tencent Zhuque Academic AI-generated Content Detection Service Product and Services

8.34.4 Tencent Zhuque Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.34.5 Tencent Zhuque Recent Developments/Updates

8.34.6 Tencent Zhuque Competitive Strengths & Weaknesses

8.35 PaperAiBye

8.35.1 PaperAiBye Details

8.35.2 PaperAiBye Major Business

8.35.3 PaperAiBye Academic AI-generated Content Detection Service Product and Services

8.35.4 PaperAiBye Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.35.5 PaperAiBye Recent Developments/Updates

8.35.6 PaperAiBye Competitive Strengths & Weaknesses

8.36 Huolongguo Writing

8.36.1 Huolongguo Writing Details

8.36.2 Huolongguo Writing Major Business

8.36.3 Huolongguo Writing Academic AI-generated Content Detection Service Product and Services

8.36.4 Huolongguo Writing Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.36.5 Huolongguo Writing Recent Developments/Updates

8.36.6 Huolongguo Writing Competitive Strengths & Weaknesses

8.37 Qianbi AI

8.37.1 Qianbi AI Details

8.37.2 Qianbi AI Major Business

8.37.3 Qianbi AI Academic AI-generated Content Detection Service Product and Services

8.37.4 Qianbi AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.37.5 Qianbi AI Recent Developments/Updates

8.37.6 Qianbi AI Competitive Strengths & Weaknesses

8.38 Linggan AI

8.38.1 Linggan AI Details

8.38.2 Linggan AI Major Business

8.38.3 Linggan AI Academic AI-generated Content Detection Service Product and Services

8.38.4 Linggan AI Academic AI-generated Content Detection Service Revenue, Gross

## Margin and Market Share (2021-2026)

8.38.5 Linggan AI Recent Developments/Updates

8.38.6 Linggan AI Competitive Strengths & Weaknesses

## 8.39 Maomaochong

8.39.1 Maomaochong Details

8.39.2 Maomaochong Major Business

## 8.39.3 Maomaochong Academic AI-generated Content Detection Service Product and Services

## 8.39.4 Maomaochong Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.39.5 Maomaochong Recent Developments/Updates

8.39.6 Maomaochong Competitive Strengths & Weaknesses

## 8.40 PaperYY

8.40.1 PaperYY Details

8.40.2 PaperYY Major Business

## 8.40.3 PaperYY Academic AI-generated Content Detection Service Product and Services

## 8.40.4 PaperYY Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026)

8.40.5 PaperYY Recent Developments/Updates

8.40.6 PaperYY Competitive Strengths & Weaknesses

## **9 INDUSTRY CHAIN ANALYSIS**

9.1 Academic AI-generated Content Detection Service Industry Chain

9.2 Academic AI-generated Content Detection Service Upstream Analysis

9.3 Academic AI-generated Content Detection Service Midstream Analysis

9.4 Academic AI-generated Content Detection Service Downstream Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Process and Data Source

11.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World Academic AI-generated Content Detection Service Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Academic AI-generated Content Detection Service Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Academic AI-generated Content Detection Service Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Academic AI-generated Content Detection Service Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Academic AI-generated Content Detection Service Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Academic AI-generated Content Detection Service Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Academic AI-generated Content Detection Service Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Academic AI-generated Content Detection Service Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Academic AI-generated Content Detection Service Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Academic AI-generated Content Detection Service Players in 2025
- Table 12. World Academic AI-generated Content Detection Service Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Academic AI-generated Content Detection Service Company Evaluation Quadrant
- Table 14. Head Office of Key Academic AI-generated Content Detection Service Players
- Table 15. Academic AI-generated Content Detection Service Market: Company Product Type Footprint
- Table 16. Academic AI-generated Content Detection Service Market: Company Product Application Footprint
- Table 17. Academic AI-generated Content Detection Service Mergers & Acquisitions Activity
- Table 18. United States VS China Academic AI-generated Content Detection Service Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Academic AI-generated Content Detection Service Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Academic AI-generated Content Detection Service Companies, Headquarters (States, Country)

Table 21. United States Based Companies Academic AI-generated Content Detection Service Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Academic AI-generated Content Detection Service Revenue Market Share (2021-2026)

Table 23. China Based Academic AI-generated Content Detection Service Companies, Headquarters (Province, Country)

Table 24. China Based Companies Academic AI-generated Content Detection Service Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Academic AI-generated Content Detection Service Revenue Market Share (2021-2026)

Table 26. Rest of World Based Academic AI-generated Content Detection Service Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Academic AI-generated Content Detection Service Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Academic AI-generated Content Detection Service Revenue Market Share (2021-2026)

Table 29. World Academic AI-generated Content Detection Service Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Academic AI-generated Content Detection Service Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Academic AI-generated Content Detection Service Market Size by Type (2027-2032) & (USD Million)

Table 32. World Academic AI-generated Content Detection Service Market Size by Delivery, (USD Million), 2021 & 2025 & 2032

Table 33. World Academic AI-generated Content Detection Service Market Size Value by Delivery (2021-2026) & (USD Million)

Table 34. World Academic AI-generated Content Detection Service Market Size by Delivery (2027-2032) & (USD Million)

Table 35. World Academic AI-generated Content Detection Service Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 36. World Academic AI-generated Content Detection Service Market Size by Application (2021-2026) & (USD Million)

Table 37. World Academic AI-generated Content Detection Service Market Size by Application (2027-2032) & (USD Million)

Table 38. Turnitin Basic Information, Manufacturing Base and Competitors

Table 39. Turnitin Major Business

Table 40. Turnitin Academic AI-generated Content Detection Service Product and Services

Table 41. Turnitin Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 42. Turnitin Recent Developments/Updates

Table 43. Turnitin Competitive Strengths & Weaknesses

Table 44. GPTZero Basic Information, Manufacturing Base and Competitors

Table 45. GPTZero Major Business

Table 46. GPTZero Academic AI-generated Content Detection Service Product and Services

Table 47. GPTZero Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 48. GPTZero Recent Developments/Updates

Table 49. GPTZero Competitive Strengths & Weaknesses

Table 50. Copyleaks Basic Information, Manufacturing Base and Competitors

Table 51. Copyleaks Major Business

Table 52. Copyleaks Academic AI-generated Content Detection Service Product and Services

Table 53. Copyleaks Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 54. Copyleaks Recent Developments/Updates

Table 55. Copyleaks Competitive Strengths & Weaknesses

Table 56. Originality.ai Basic Information, Manufacturing Base and Competitors

Table 57. Originality.ai Major Business

Table 58. Originality.ai Academic AI-generated Content Detection Service Product and Services

Table 59. Originality.ai Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 60. Originality.ai Recent Developments/Updates

Table 61. Originality.ai Competitive Strengths & Weaknesses

Table 62. Grammarly Basic Information, Manufacturing Base and Competitors

Table 63. Grammarly Major Business

Table 64. Grammarly Academic AI-generated Content Detection Service Product and Services

Table 65. Grammarly Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 66. Grammarly Recent Developments/Updates

Table 67. Grammarly Competitive Strengths & Weaknesses

- Table 68. Scribbr Basic Information, Manufacturing Base and Competitors
- Table 69. Scribbr Major Business
- Table 70. Scribbr Academic AI-generated Content Detection Service Product and Services
- Table 71. Scribbr Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 72. Scribbr Recent Developments/Updates
- Table 73. Scribbr Competitive Strengths & Weaknesses
- Table 74. Winston AI Basic Information, Manufacturing Base and Competitors
- Table 75. Winston AI Major Business
- Table 76. Winston AI Academic AI-generated Content Detection Service Product and Services
- Table 77. Winston AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 78. Winston AI Recent Developments/Updates
- Table 79. Winston AI Competitive Strengths & Weaknesses
- Table 80. SciSpace Basic Information, Manufacturing Base and Competitors
- Table 81. SciSpace Major Business
- Table 82. SciSpace Academic AI-generated Content Detection Service Product and Services
- Table 83. SciSpace Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 84. SciSpace Recent Developments/Updates
- Table 85. SciSpace Competitive Strengths & Weaknesses
- Table 86. Writer.com Basic Information, Manufacturing Base and Competitors
- Table 87. Writer.com Major Business
- Table 88. Writer.com Academic AI-generated Content Detection Service Product and Services
- Table 89. Writer.com Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 90. Writer.com Recent Developments/Updates
- Table 91. Writer.com Competitive Strengths & Weaknesses
- Table 92. ZeroGPT Basic Information, Manufacturing Base and Competitors
- Table 93. ZeroGPT Major Business
- Table 94. ZeroGPT Academic AI-generated Content Detection Service Product and Services
- Table 95. ZeroGPT Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 96. ZeroGPT Recent Developments/Updates

Table 97. ZeroGPT Competitive Strengths & Weaknesses

Table 98. Smodin Basic Information, Manufacturing Base and Competitors

Table 99. Smodin Major Business

Table 100. Smodin Academic AI-generated Content Detection Service Product and Services

Table 101. Smodin Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 102. Smodin Recent Developments/Updates

Table 103. Smodin Competitive Strengths & Weaknesses

Table 104. Quetext Basic Information, Manufacturing Base and Competitors

Table 105. Quetext Major Business

Table 106. Quetext Academic AI-generated Content Detection Service Product and Services

Table 107. Quetext Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 108. Quetext Recent Developments/Updates

Table 109. Quetext Competitive Strengths & Weaknesses

Table 110. QuillBot Basic Information, Manufacturing Base and Competitors

Table 111. QuillBot Major Business

Table 112. QuillBot Academic AI-generated Content Detection Service Product and Services

Table 113. QuillBot Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 114. QuillBot Recent Developments/Updates

Table 115. QuillBot Competitive Strengths & Weaknesses

Table 116. Wordvice AI Basic Information, Manufacturing Base and Competitors

Table 117. Wordvice AI Major Business

Table 118. Wordvice AI Academic AI-generated Content Detection Service Product and Services

Table 119. Wordvice AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 120. Wordvice AI Recent Developments/Updates

Table 121. Wordvice AI Competitive Strengths & Weaknesses

Table 122. Plagscan Basic Information, Manufacturing Base and Competitors

Table 123. Plagscan Major Business

Table 124. Plagscan Academic AI-generated Content Detection Service Product and Services

Table 125. Plagscan Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 126. Plagscan Recent Developments/Updates
- Table 127. Plagscan Competitive Strengths & Weaknesses
- Table 128. TraceGPT Basic Information, Manufacturing Base and Competitors
- Table 129. TraceGPT Major Business
- Table 130. TraceGPT Academic AI-generated Content Detection Service Product and Services
- Table 131. TraceGPT Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 132. TraceGPT Recent Developments/Updates
- Table 133. TraceGPT Competitive Strengths & Weaknesses
- Table 134. Crossplag Basic Information, Manufacturing Base and Competitors
- Table 135. Crossplag Major Business
- Table 136. Crossplag Academic AI-generated Content Detection Service Product and Services
- Table 137. Crossplag Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 138. Crossplag Recent Developments/Updates
- Table 139. Crossplag Competitive Strengths & Weaknesses
- Table 140. PaperPass Basic Information, Manufacturing Base and Competitors
- Table 141. PaperPass Major Business
- Table 142. PaperPass Academic AI-generated Content Detection Service Product and Services
- Table 143. PaperPass Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 144. PaperPass Recent Developments/Updates
- Table 145. PaperPass Competitive Strengths & Weaknesses
- Table 146. IDENTIFIC Basic Information, Manufacturing Base and Competitors
- Table 147. IDENTIFIC Major Business
- Table 148. IDENTIFIC Academic AI-generated Content Detection Service Product and Services
- Table 149. IDENTIFIC Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 150. IDENTIFIC Recent Developments/Updates
- Table 151. IDENTIFIC Competitive Strengths & Weaknesses
- Table 152. PlagiarismCheck.org Basic Information, Manufacturing Base and Competitors
- Table 153. PlagiarismCheck.org Major Business
- Table 154. PlagiarismCheck.org Academic AI-generated Content Detection Service Product and Services

Table 155. PlagiarismCheck.org Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 156. PlagiarismCheck.org Recent Developments/Updates

Table 157. PlagiarismCheck.org Competitive Strengths & Weaknesses

Table 158. Passed AI Basic Information, Manufacturing Base and Competitors

Table 159. Passed AI Major Business

Table 160. Passed AI Academic AI-generated Content Detection Service Product and Services

Table 161. Passed AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 162. Passed AI Recent Developments/Updates

Table 163. Passed AI Competitive Strengths & Weaknesses

Table 164. Studiosity Basic Information, Manufacturing Base and Competitors

Table 165. Studiosity Major Business

Table 166. Studiosity Academic AI-generated Content Detection Service Product and Services

Table 167. Studiosity Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 168. Studiosity Recent Developments/Updates

Table 169. Studiosity Competitive Strengths & Weaknesses

Table 170. PlagScan GmbH Basic Information, Manufacturing Base and Competitors

Table 171. PlagScan GmbH Major Business

Table 172. PlagScan GmbH Academic AI-generated Content Detection Service Product and Services

Table 173. PlagScan GmbH Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 174. PlagScan GmbH Recent Developments/Updates

Table 175. PlagScan GmbH Competitive Strengths & Weaknesses

Table 176. Unicheck Basic Information, Manufacturing Base and Competitors

Table 177. Unicheck Major Business

Table 178. Unicheck Academic AI-generated Content Detection Service Product and Services

Table 179. Unicheck Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 180. Unicheck Recent Developments/Updates

Table 181. Unicheck Competitive Strengths & Weaknesses

Table 182. Compilatio Basic Information, Manufacturing Base and Competitors

Table 183. Compilatio Major Business

Table 184. Compilatio Academic AI-generated Content Detection Service Product and

## Services

Table 185. Compilatio Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 186. Compilatio Recent Developments/Updates

Table 187. Compilatio Competitive Strengths & Weaknesses

Table 188. Duplichecker Basic Information, Manufacturing Base and Competitors

Table 189. Duplichecker Major Business

Table 190. Duplichecker Academic AI-generated Content Detection Service Product and Services

Table 191. Duplichecker Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 192. Duplichecker Recent Developments/Updates

Table 193. Duplichecker Competitive Strengths & Weaknesses

Table 194. Hive Moderation Basic Information, Manufacturing Base and Competitors

Table 195. Hive Moderation Major Business

Table 196. Hive Moderation Academic AI-generated Content Detection Service Product and Services

Table 197. Hive Moderation Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 198. Hive Moderation Recent Developments/Updates

Table 199. Hive Moderation Competitive Strengths & Weaknesses

Table 200. Proofademic.ai Basic Information, Manufacturing Base and Competitors

Table 201. Proofademic.ai Major Business

Table 202. Proofademic.ai Academic AI-generated Content Detection Service Product and Services

Table 203. Proofademic.ai Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 204. Proofademic.ai Recent Developments/Updates

Table 205. Proofademic.ai Competitive Strengths & Weaknesses

Table 206. Advacheck Basic Information, Manufacturing Base and Competitors

Table 207. Advacheck Major Business

Table 208. Advacheck Academic AI-generated Content Detection Service Product and Services

Table 209. Advacheck Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 210. Advacheck Recent Developments/Updates

Table 211. Advacheck Competitive Strengths & Weaknesses

Table 212. Plag.lv Basic Information, Manufacturing Base and Competitors

Table 213. Plag.lv Major Business

Table 214. Plag.Iv Academic AI-generated Content Detection Service Product and Services

Table 215. Plag.Iv Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 216. Plag.Iv Recent Developments/Updates

Table 217. Plag.Iv Competitive Strengths & Weaknesses

Table 218. CNKI Basic Information, Manufacturing Base and Competitors

Table 219. CNKI Major Business

Table 220. CNKI Academic AI-generated Content Detection Service Product and Services

Table 221. CNKI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 222. CNKI Recent Developments/Updates

Table 223. CNKI Competitive Strengths & Weaknesses

Table 224. CQVIP Basic Information, Manufacturing Base and Competitors

Table 225. CQVIP Major Business

Table 226. CQVIP Academic AI-generated Content Detection Service Product and Services

Table 227. CQVIP Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 228. CQVIP Recent Developments/Updates

Table 229. CQVIP Competitive Strengths & Weaknesses

Table 230. Wanfang Data Basic Information, Manufacturing Base and Competitors

Table 231. Wanfang Data Major Business

Table 232. Wanfang Data Academic AI-generated Content Detection Service Product and Services

Table 233. Wanfang Data Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 234. Wanfang Data Recent Developments/Updates

Table 235. Wanfang Data Competitive Strengths & Weaknesses

Table 236. Tencent Zhuque Basic Information, Manufacturing Base and Competitors

Table 237. Tencent Zhuque Major Business

Table 238. Tencent Zhuque Academic AI-generated Content Detection Service Product and Services

Table 239. Tencent Zhuque Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 240. Tencent Zhuque Recent Developments/Updates

Table 241. Tencent Zhuque Competitive Strengths & Weaknesses

Table 242. PaperAiBye Basic Information, Manufacturing Base and Competitors

Table 243. PaperAiBye Major Business

Table 244. PaperAiBye Academic AI-generated Content Detection Service Product and Services

Table 245. PaperAiBye Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 246. PaperAiBye Recent Developments/Updates

Table 247. PaperAiBye Competitive Strengths & Weaknesses

Table 248. Huolongguo Writing Basic Information, Manufacturing Base and Competitors

Table 249. Huolongguo Writing Major Business

Table 250. Huolongguo Writing Academic AI-generated Content Detection Service Product and Services

Table 251. Huolongguo Writing Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 252. Huolongguo Writing Recent Developments/Updates

Table 253. Huolongguo Writing Competitive Strengths & Weaknesses

Table 254. Qianbi AI Basic Information, Manufacturing Base and Competitors

Table 255. Qianbi AI Major Business

Table 256. Qianbi AI Academic AI-generated Content Detection Service Product and Services

Table 257. Qianbi AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 258. Qianbi AI Recent Developments/Updates

Table 259. Qianbi AI Competitive Strengths & Weaknesses

Table 260. Linggan AI Basic Information, Manufacturing Base and Competitors

Table 261. Linggan AI Major Business

Table 262. Linggan AI Academic AI-generated Content Detection Service Product and Services

Table 263. Linggan AI Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 264. Linggan AI Recent Developments/Updates

Table 265. Linggan AI Competitive Strengths & Weaknesses

Table 266. Maomaochong Basic Information, Manufacturing Base and Competitors

Table 267. Maomaochong Major Business

Table 268. Maomaochong Academic AI-generated Content Detection Service Product and Services

Table 269. Maomaochong Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 270. Maomaochong Recent Developments/Updates

Table 271. Maomaochong Competitive Strengths & Weaknesses

- Table 272. PaperYY Basic Information, Manufacturing Base and Competitors
- Table 273. PaperYY Major Business
- Table 274. PaperYY Academic AI-generated Content Detection Service Product and Services
- Table 275. PaperYY Academic AI-generated Content Detection Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 276. PaperYY Recent Developments/Updates
- Table 277. PaperYY Competitive Strengths & Weaknesses
- Table 278. Global Key Players of Academic AI-generated Content Detection Service Upstream (Raw Materials)
- Table 279. Global Academic AI-generated Content Detection Service Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Academic AI-generated Content Detection Service Picture

Figure 2. World Academic AI-generated Content Detection Service Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Academic AI-generated Content Detection Service Total Revenue (2021-2032) & (USD Million)

Figure 4. World Academic AI-generated Content Detection Service Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Academic AI-generated Content Detection Service Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Academic AI-generated Content Detection Service Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Academic AI-generated Content Detection Service Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Academic AI-generated Content Detection Service Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Academic AI-generated Content Detection Service Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Academic AI-generated Content Detection Service Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Academic AI-generated Content Detection Service Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Academic AI-generated Content Detection Service Revenue (2021-2032) & (USD Million)

Figure 13. Academic AI-generated Content Detection Service Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Academic AI-generated Content Detection Service Consumption Value (2021-2032) & (USD Million)

Figure 16. World Academic AI-generated Content Detection Service Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Academic AI-generated Content Detection Service Consumption Value (2021-2032) & (USD Million)

Figure 18. China Academic AI-generated Content Detection Service Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Academic AI-generated Content Detection Service Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Academic AI-generated Content Detection Service Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Academic AI-generated Content Detection Service Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Academic AI-generated Content Detection Service Consumption Value (2021-2032) & (USD Million)

Figure 23. India Academic AI-generated Content Detection Service Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Academic AI-generated Content Detection Service by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Academic AI-generated Content Detection Service Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Academic AI-generated Content Detection Service Markets in 2025

Figure 27. United States VS China: Academic AI-generated Content Detection Service Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Academic AI-generated Content Detection Service Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Academic AI-generated Content Detection Service Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Academic AI-generated Content Detection Service Market Size Market Share by Type in 2025

Figure 31. Statistical Perplexity-based

Figure 32. Classifier-based (Finetuned LLM)

Figure 33. Watermark-based

Figure 34. Hybrid (Ensemble)

Figure 35. World Academic AI-generated Content Detection Service Market Size Market Share by Type (2021-2032)

Figure 36. World Academic AI-generated Content Detection Service Market Size by Delivery, (USD Million), 2021 & 2025 & 2032

Figure 37. World Academic AI-generated Content Detection Service Market Size Market Share by Delivery in 2025

Figure 38. SaaS Web Upload (Freemium)

Figure 39. Institutional API

Figure 40. LMS Plugin / Native Integration

Figure 41. Bulk Batch Processing

Figure 42. Others

Figure 43. World Academic AI-generated Content Detection Service Market Size Market Share by Delivery (2021-2032)

Figure 44. World Academic AI-generated Content Detection Service Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 45. World Academic AI-generated Content Detection Service Market Size Market Share by Application in 2025

Figure 46. Higher Education Thesis / Dissertation Review

Figure 47. Academic Journal Submission

Figure 48. Grant Proposal & Research Integrity

Figure 49. Institutional Student Assignment

Figure 50. K-12 Classroom

Figure 51. Others

Figure 52. World Academic AI-generated Content Detection Service Market Size Market Share by Application (2021-2032)

Figure 53. Academic AI-generated Content Detection Service Industrial Chain

Figure 54. Methodology

Figure 55. Research Process and Data Source

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