

Global AI Creative Design Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI Creative Design market size is expected to reach \$ 12242 million by 2032, rising at a market growth of 11.7% CAGR during the forecast period (2026-2032).

AI creative design refers to the use of artificial intelligence technologies?specifically capabilities such as generative models, computer vision, natural language processing, and multimodal learning?to assist in or autonomously execute the conceptualization, generation, and optimization of visual, interactive, product, branding, and multimedia content.

The growth of the AI ??creative design market is primarily driven by the maturation of generative AI technologies, rising corporate demand for digital marketing, increased content production efficiency, and a growing need for the scalable management of creative assets. With continuous advancements in large language models, text-to-image and text-to-video generation, multimodal capabilities, and intelligent layout technologies, AI creative design tools enable enterprises and individuals to rapidly produce content?such as advertising assets, brand visuals, social media posts, e-commerce imagery, short videos, presentations, and marketing copy?thereby significantly lowering design barriers and reducing labor costs. Meanwhile, the escalating demand for multi-version, personalized, and rapidly iterative content across e-commerce, short video, social media, and cross-border marketing sectors is propelling AI creative design to evolve from a mere auxiliary tool into an integral part of enterprise content production workflows and brand asset management platforms. Looking ahead, as enterprises increasingly prioritize cost reduction, efficiency gains, precision marketing, creative automation, and multimodal content production, the AI ??creative design market is poised for sustained, rapid growth.

This report studies the global AI Creative Design demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI Creative Design, 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 AI Creative Design that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AI Creative Design total market, 2021-2032, (USD Million)

Global AI Creative Design total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: AI Creative Design total market, key domestic companies, and share, (USD Million)

Global AI Creative Design revenue by player, revenue and market share 2021-2026, (USD Million)

Global AI Creative Design total market by Type, CAGR, 2021-2032, (USD Million)

Global AI Creative Design total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global AI Creative Design 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 Adobe, Canva, Microsoft, OpenAI, Figma, ByteDance, Google, Meta, Shutterstock, Meitu, 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 AI Creative Design 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 AI Creative Design Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AI Creative Design Market, Segmentation by Type:

Static Design

Dynamic Design

Global AI Creative Design Market, Segmentation by Content:

Text Generation

Image Generation

Video Generation

Global AI Creative Design Market, Segmentation by Application Scenarios:

Digital Marketing

E-commerce Operations

Brand Communications

Others

Global AI Creative Design Market, Segmentation by Application:

Personal

Commercial

Companies Profiled:

Adobe

Canva

Microsoft

OpenAI

Figma

ByteDance

Google

Meta

Shutterstock

Meitu

Midjourney

Wondershare

Synthesia

Picsart

Runway

HeyGen

InVideo

Gaoding Design

Tencent Ardot

MasterGo

Pixso

Key Questions Answered

1. How big is the global AI Creative Design market?
2. What is the demand of the global AI Creative Design market?
3. What is the year over year growth of the global AI Creative Design market?
4. What is the total value of the global AI Creative Design market?
5. Who are the Major Players in the global AI Creative Design market?
6. What are the growth factors driving the market demand?

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