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Global AI-generated Video Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI-generated Video market size is expected to reach $ 3001 million by 2032, rising at a market growth of 19.5% CAGR during the forecast period (2026-2032).

AI-generated video refers to video content that is created or synthesized using artificial intelligence models, typically from inputs such as text descriptions, images, audio, or existing video footage. These systems use deep learning techniques, including diffusion models, transformers, and generative adversarial networks, to produce visually coherent and temporally consistent video sequences. AI-generated videos can simulate realistic scenes, animate characters, or create entirely synthetic environments without traditional filming processes. They are widely used in content creation, entertainment, advertising, education, and virtual production, significantly reducing the time and cost required for video production.

The AI-generated video market is experiencing rapid expansion driven by advances in generative AI models, increasing demand for short-form digital content, and the growth of social media platforms. Businesses across advertising, entertainment, and education are adopting AI video tools to scale content production and reduce production costs. Particularly, text-to-video and image-to-video technologies are enabling creators to produce high-quality videos with minimal technical expertise. However, challenges such as content authenticity, copyright concerns, computational cost, and regulatory uncertainty still limit full-scale adoption. Despite these constraints, the market is expected to grow significantly as model quality improves and integration with creative workflows becomes more seamless.

Report Scope

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This report studies the global AI-generated Video demand, key companies, and key regions.

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

Highlights and key features of the study

Global AI-generated Video total market, 2021-2032, (USD Million)

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

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

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

Global AI-generated Video total market by Type, CAGR, 2021-2032, (USD Million)

Global AI-generated Video total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global AI-generated Video 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 Hongguo, Hippo Theater, Fanhua Short Drama, Xifanfan, Xingya, PineDrama, Melolo, DramaBox, ReelShort, DramaWave – Dramas & Reels, etc.

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

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Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world AI-generated Video 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-generated Video Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global AI-generated Video Market, Segmentation by Type:

Text-to-Video

Image-to-Video

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Video-to-Video

Global AI-generated Video Market, Segmentation by Centric:

Human-centric

Scene-centric

Others

Global AI-generated Video Market, Segmentation by Application:

Social Media Content

Marketing & Advertising

Film & Entertainment

Education & Training

Other

Companies Profiled:

Hongguo

Hippo Theater

Fanhua Short Drama

Xifanfan

Xingya

PineDrama

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Melolo

DramaBox

ReelShort

DramaWave – Dramas & Reels

NetShort

FlickReels

MoboReels

PocketFilms

Shortmax

SaltyTV

GoodShort

FlareFlow

MiniShort

Kutingg

Viu

Key Questions Answered

1. How big is the global AI-generated Video market?
2. What is the demand of the global AI-generated Video market?
3. What is the year over year growth of the global AI-generated Video market?
4. What is the total value of the global AI-generated Video market?
5. Who are the Major Players in the global AI-generated Video market?

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6. What are the growth factors driving the market demand?

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