

# Global AI Video Generation Platform Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global AI Video Generation Platform market size is expected to reach \$ 2347 million by 2032, rising at a market growth of 20.3% CAGR during the forecast period (2026-2032).

An AI Video Generation Platform is a software platform that uses artificial intelligence to create, edit, or enhance video content from inputs such as text prompts, images, audio, scripts, templates, motion instructions, or existing footage. Its core value is to reduce manual filming and editing work by automating tasks like scene generation, avatar presentation, voiceover synthesis, animation, lip-sync, subtitle creation, style transfer, and post-production.

The AI video generation platform market has reached an inflection point in 2026, transitioning from experimental technology to industrial-scale application. The market is characterized by rapid technological maturation, intensifying competition among tech giants and startups, and a fundamental shift from capability demonstration to practical commercial application.

Video accounts for over 65% of global mobile internet traffic, creating unprecedented demand for scalable video production solutions. Social media platforms, particularly TikTok, Instagram Reels, and YouTube Shorts, have fundamentally altered content consumption patterns, requiring high-volume, rapid-turnaround video production that traditional methods cannot satisfy.

The creator economy has grown to encompass millions of content producers globally. In 2023 alone, 266 million new social media users joined worldwide?equivalent to 8.4 new users per second. These creators demand accessible, affordable tools that

democratize video production, removing traditional technical barriers.

Enterprises are increasingly adopting AI video tools for marketing campaigns, corporate training, and personalized customer communications. The enterprise segment is projected to grow at a significant CAGR, driven by:

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Foundation models have advanced dramatically. OpenAI's Sora 2, Google's Veo 3.1, ByteDance's Seedance 2.0, and MiniMax's Hailuo 2.3 now deliver:

- Native resolutions up to 2K

- Single-generation durations up to 25 seconds

- Synchronized audio output (music, dialogue, environmental sound)

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This report studies the global AI Video Generation Platform demand, key companies, and key regions.

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

### **Highlights and key features of the study**

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

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

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

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

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

Global AI Video Generation Platform total market by Application, CAGR, 2021-2032,

(USD Million)

This report profiles major players in the global AI Video Generation Platform 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 Synthesia, Elai.io, Synthesys, Rephrase.ai, Designs.ai, Lumen5, Raw Shorts, Hour One, InVideo, Pictory, 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 Video Generation Platform 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 Video Generation Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global AI Video Generation Platform Market, Segmentation by Type:

Auto-Editing

Text-to-Video

### Global AI Video Generation Platform Market, Segmentation by Deployment Mode:

Cloud-Based

On-Premise

### Global AI Video Generation Platform Market, Segmentation by Output Quality:

HD (1080p)

4K

### Global AI Video Generation Platform Market, Segmentation by Application:

Personal

Enterprise

### Companies Profiled:

Synthesia

Elai.io

Synthesys

Rephrase.ai

Designs.ai

Lumen5

Raw Shorts

Hour One

InVideo

Pictory

Wisecut

Vidyard

Vedia

Kapwing

Colossyan

muse.ai

LucidVideo

Playable

Persado

VEED

Wibbitz

Kamua

aivo.ai

Deep Word

Vision Genius

Peppertype.ai

Gliacloud

aistudios

Nova AI

Typito

Wave.video

Artlist

HeyGen

VidMuse AI

Envato

Creatify Lab

### Key Questions Answered

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

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