

Global AI Video Generator (AIGC) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI Video Generator (AIGC) market size is expected to reach \$ 20162 million by 2032, rising at a market growth of 41.5% CAGR during the forecast period (2026-2032).

AI Video Generator is professional software tools that utilize artificial intelligence algorithms and multimodal generation technology to automatically create or assist in editing video content. These tools provide intelligent support, covering video editing, special effects generation, script-to-video conversion, style transfer, and multitrack editing, achieving highly efficient automated production from raw materials to final output. AIGC's application in video generation is rapidly developing, with its key advantages lying in text-to-video, image-to-video, and video continuation. These capabilities enable natural language-driven scene creation, dynamic animation from static images, and seamless expansion of existing clips. AIGC, combined with intelligent editing tools, lowers the production threshold and simplifies the entire workflow from content generation to final output. The core value of AIGC video creation software lies in significantly enhancing creators' production capabilities, lowering the barrier to content creation, and expanding the expressive and innovative potential of video content.

Market Drivers:

1. Growing Market Demand

Explosive Growth in Content Creation Demand: The demand for video content from industries such as short videos, live streaming, advertising, and film and television continues to grow. Traditional creation methods struggle to meet the high-frequency, diverse production demands. AIGC platforms can quickly generate high-quality videos, lowering the barrier to entry and improving production efficiency.

Personalized and Customized Demand: Users increasingly demand personalized video content. AIGC can generate customized videos based on user-input text, images, and other information, meeting the needs of different scenarios and audiences.

2. Cost Advantages

Reduced Creation Costs: Compared to traditional video production, AIGC platforms reduce costs associated with manpower, equipment, and facilities. For example, AI-generated virtual scenes and characters can replace real-world shooting, shortening production cycles and reducing costs.

Large-Scale Production: AIGC platforms support batch video generation, suitable for large-scale content production, such as e-commerce product displays and social media marketing, further reducing unit costs.

3. Expanding Application Scenarios

Entertainment and Social Interaction: Applications such as virtual idols, AI-generated short videos, and interactive videos enrich entertainment and social experiences, attracting a large number of users.

Education and Training: AIGC can generate vivid instructional videos, simulated scenarios, etc., enhancing educational effectiveness and learning experience.

Business Marketing: Brands can use AIGC to generate personalized advertisements, product demonstration videos, etc., improving marketing effectiveness and user conversion rates.

This report studies the global AI Video Generator (AIGC) demand, key companies, and key regions.

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

Highlights and key features of the study

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

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

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

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

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

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

This report profiles major players in the global AI Video Generator (AIGC) 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 OpenAI (Sora), Midjourney, Runway, Oika, Loom, Pika, Stability AI, Luma, Haiper, Heygen, 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 Generator (AIGC) 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 Generator (AIGC) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AI Video Generator (AIGC) Market, Segmentation by Type:

I2V (Image-to-Video)

T2V (Text-to-Video)

V2V (Video-to-Video)

Avatar / Talking Head

Other

Global AI Video Generator (AIGC) Market, Segmentation by Industry:

Advertising Media

E-Commerce

Culture and Entertainment

BFSI

Other

Global AI Video Generator (AIGC) Market, Segmentation by Marketing Method:

Direct Sales

Distribution

Global AI Video Generator (AIGC) Market, Segmentation by Application:

ToC

ToB

Companies Profiled:

OpenAI (Sora)

Midjourney

Runway

Oika

Loom

Pika

Stability AI

Luma

Haiper

Heygen

MoonValley

Tiktok

Kuaishou (Kling AI)

LiblibAI

MiniMax (Hailuo AI)

Youyan AI

Baidu

Alibaba

BDB Digital

YizhenTV

JingDong

PixVerse

Wondershare

Meitu

Vidu AI

iFlytech

KreadoAI

Virdyn

Key Questions Answered

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

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