

Global AI Video Generator (AIGC) Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global AI Video Generator (AIGC) market size was valued at US\$ 1381 million in 2025 and is forecast to a readjusted size of US\$ 20162 million by 2032 with a CAGR of 41.5% during review period.

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 is a detailed and comprehensive analysis for global AI Video Generator (AIGC) market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global AI Video Generator (AIGC) market size and forecasts, in consumption value (\$ Million), 2021-2032

Global AI Video Generator (AIGC) market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global AI Video Generator (AIGC) market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global AI Video Generator (AIGC) market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for AI Video Generator (AIGC)

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

AI Video Generator (AIGC) market is split by Type and by Application. For the period

2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

I2V (Image-to-Video)

T2V (Text-to-Video)

V2V (Video-to-Video)

Avatar / Talking Head

Other

Market segment by Industry

Advertising Media

E-Commerce

Culture and Entertainment

BFSI

Other

Market segment by Marketing Method

Direct Sales

Distribution

Market segment by Application

ToC

ToB

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe AI Video Generator (AIGC) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI Video Generator (AIGC), with revenue, gross margin, and global market share of AI Video Generator (AIGC) from 2021 to 2026.

Chapter 3, the AI Video Generator (AIGC) competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and AI Video Generator (AIGC) market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AI Video Generator (AIGC).

Chapter 13, to describe AI Video Generator (AIGC) research findings and conclusion.

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