

# Global AI Writing and Copywriting Tools 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 Writing and Copywriting Tools market size was valued at US\$ 3190 million in 2025 and is forecast to a readjusted size of US\$ 13187 million by 2032 with a CAGR of 22.5% during review period.

AI Writing and Copywriting Tools refer to software products powered by large language models, natural language processing, prompt templates, brand voice control, content optimization and workflow automation, designed to support text generation, rewriting, proofreading, translation, localization, SEO content, advertising copy, email copy, social media posts, product descriptions, blog articles and campaign materials. These tools are used by individual creators, corporate marketing teams, e-commerce operators, advertising agencies, media organizations and sales teams. They are commonly delivered through web applications, mobile apps, browser extensions, office-suite add-ons, content management system plug-ins, application programming interfaces and enterprise collaboration platforms. Commercial models are mainly subscription-based, seat-based, usage-based or enterprise customized. Major supplier regions include the United States, Canada, the United Kingdom, Germany, France, India, China, Singapore, Japan and Israel, supported by strong capabilities in AI models, marketing software and cloud infrastructure.

The global AI writing and copywriting tools market is moving beyond basic text generation toward a more integrated stage centered on brand consistency, marketing conversion, team collaboration and workflow automation. The expansion of digital marketing channels, including search, social media, e-commerce platforms, email marketing, short-form video scripting and customer relationship management systems,

is creating sustained demand for high-frequency content production. For marketing teams, these tools are no longer used only to reduce the cost of first drafts; they are increasingly used to shorten content planning cycles, standardize brand voice, improve keyword coverage, accelerate creative testing and connect ideation, compliance, review and publishing within the same operating environment. As enterprise adoption of generative AI increases, AI writing and copywriting tools are evolving from individual productivity software into part of the core content production infrastructure.

The market also faces rising pressure from specialization and compliance requirements. Generic AI-generated content, factual inaccuracy, copyright concerns, brand safety, data privacy, search platform restrictions on low-quality content, and internal approval requirements may affect long-term retention and paid conversion. Future growth will be more concentrated in platform products with industry knowledge bases, brand voice libraries, permission management, content scoring, SEO optimization, customer data integration and multilingual localization. Downstream demand will remain strong in e-commerce, software, financial services, education and training, professional services, consumer brands and cross-border marketing. Small and medium-sized businesses will continue to prioritize ease of use and cost efficiency, while large enterprises will focus more on security, controllability, auditability and integration with existing marketing technology stacks.

This report is a detailed and comprehensive analysis for global AI Writing and Copywriting Tools 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 Writing and Copywriting Tools market size and forecasts, in consumption value (\$ Million), 2021-2032

Global AI Writing and Copywriting Tools market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global AI Writing and Copywriting Tools market size and forecasts, by Type and by

Application, in consumption value (\$ Million), 2021-2032

Global AI Writing and Copywriting Tools 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 Writing and Copywriting Tools

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 Writing and Copywriting Tools 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, Jasper AI, Inc., Copy.ai, Inc., Writer, Inc., Superhuman, Learneo, Inc., AI21 Labs Ltd., Anyword, Inc., Writesonic, Inc., Frase, Inc., etc.

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

Market segmentation

AI Writing and Copywriting Tools 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

General Purpose Creative Assistant

Vertical Specialized Copywriting Tool

## Workflow Integrated Writing Platform

### Market segment by Deployment Mode

Cloud Based

On Premises

Hybrid

### Market segment by Technology Backbone

Large Language Models as a Service

Fine Tuned Vertical Models

Open Source and Self Hosted Models

Others

### Market segment by Content Format

Short Form Copy

Long Form Articles

Business Documents and Emails

Others

### Market segment by Application

Marketing and Advertising

E-Commerce and Retail

Publishing and Media

Education and Corporate Training

Others

Market segment by players, this report covers

OpenAI

Jasper AI, Inc.

Copy.ai, Inc.

Writer, Inc.

Superhuman

Learneo, Inc.

AI21 Labs Ltd.

Anyword, Inc.

Writesonic, Inc.

Frase, Inc.

DeepL SE

neuroflash GmbH

TextCortex AI GmbH

Jacquard Group Limited

Hypotenuse AI

Pepper Content Private Limited

Digital Recipe Co., Ltd.

Shodo, Inc.

Wrtn Technologies Inc.

Baidu, Inc.

Kingsoft Office Software Corporation Limited

iFLYTEK Co., Ltd.

Alibaba Group Holding Limited

Shanghai Metaso Network Technology Co., Ltd.

Wonderful Food Technology Co., Ltd.

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 Writing and Copywriting Tools product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI Writing and Copywriting Tools, with revenue, gross margin, and global market share of AI Writing and Copywriting Tools from 2021 to 2026.

Chapter 3, the AI Writing and Copywriting Tools 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 Writing and Copywriting Tools 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 Writing and Copywriting Tools.

Chapter 13, to describe AI Writing and Copywriting Tools research findings and conclusion.

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