

Global AIGC Ad Creative Tool Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AIGC Ad Creative Tool market size is expected to reach \$ 7816 million by 2032, rising at a market growth of 17.6% CAGR during the forecast period (2026-2032).

AIGC Ad Creative Tools are a class of artificial intelligence-based tools specifically designed to automatically generate ad content, including but not limited to text, images, videos, and interactive ads. These tools utilize technologies such as Natural Language Processing (NLP), Computer Vision (CV), Generative Adversarial Networks (GANs), and Deep Learning to generate personalized content tailored to advertising needs based on input parameters including brand requirements, advertising objectives, and audience analysis. AIGC Ad Creative Tools help advertisers, marketers, and creative teams significantly improve ad creation efficiency and achieve precise ad targeting through data-driven creation, aiming for higher advertising effectiveness. The core advantages of these tools lie in saving creation time, reducing costs, increasing creative flexibility and accuracy, and customizing ad content for different audience groups. The global gross margin for AIGC Ad Creative Tools is projected to be approximately 35%-50% in 2025.

Digital advertising creatives are updated extremely frequently, especially on social media channels (TikTok, Instagram, YouTube, Douyin, etc.). Advertisers desire personalized, large-scale, and multi-version content. Manual creative work is costly, time-consuming, and difficult to predict in terms of results, creating a pressing need for automated solutions. Mature large-scale models and visual generation models (such as GPT, Stable Diffusion, DALL-E, Sora, etc.) can generate highly relevant advertising creatives, reducing manual design costs and allowing for real-time data integration to better align creatives with audience behavior. AIGC tools can increase creative output and reach to a wider user base, and, in conjunction with ad optimization (testing and

tuning), improve conversion rates while saving costs.

This report studies the global AIGC Ad Creative Tool demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for AIGC Ad Creative Tool, 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 AIGC Ad Creative Tool that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AIGC Ad Creative Tool total market, 2021-2032, (USD Million)

Global AIGC Ad Creative Tool total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: AIGC Ad Creative Tool total market, key domestic companies, and share, (USD Million)

Global AIGC Ad Creative Tool revenue by player, revenue and market share 2021-2026, (USD Million)

Global AIGC Ad Creative Tool total market by Type, CAGR, 2021-2032, (USD Million)

Global AIGC Ad Creative Tool total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global AIGC Ad Creative Tool 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 Celtra, Thundercontent, Amazon Ad Server, Adobe, Criteo, Adacado, Bannerflow, Google, AdRoll, Smartly.io, 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 AIGC Ad Creative Tool 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 AIGC Ad Creative Tool Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AIGC Ad Creative Tool Market, Segmentation by Type:

Content Video

Static Ads

Global AIGC Ad Creative Tool Market, Segmentation by Function:

Generative Tools

One-Stop Platform

Global AIGC Ad Creative Tool Market, Segmentation by Downstream:

Local Lifestyle

New Consumption

Beauty

Automotive

Other

Global AIGC Ad Creative Tool Market, Segmentation by Application:

Large Enterprises

SMEs

Companies Profiled:

Celtra

Thundercontent

Amazon Ad Server

Adobe

Criteo

Adacado

Bannerflow

Google

AdRoll

Smartly.io

Innovid

Hunch

Madgicx

Canva

AdCreative.ai

Persado

Zeely AI

Superside

Pencil

ByteDance(Ocean Engine)

Tencent

Hangzhou Ali Technology Co.,Ltd.

Baidu Advertising

Kuaishou Technology (Kwali)

Bili-Billi's space

Mobvista Inc.

Bluefocus Intelligent Communications Group Co.,Ltd.

JD Cloud

RedNote

Key Questions Answered

1. How big is the global AIGC Ad Creative Tool market?
2. What is the demand of the global AIGC Ad Creative Tool market?
3. What is the year over year growth of the global AIGC Ad Creative Tool market?
4. What is the total value of the global AIGC Ad Creative Tool market?
5. Who are the Major Players in the global AIGC Ad Creative Tool market?
6. What are the growth factors driving the market demand?

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