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# Global AIGC Ad Creative Tool 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 AIGC Ad Creative Tool market size was valued at US$ 2572 million in 2025 and is forecast to a readjusted size of US$ 7816 million by 2032 with a CAGR of 17.6% during review period.

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 is a detailed and comprehensive analysis for global AIGC Ad Creative Tool 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 AIGC Ad Creative Tool market size and forecasts, in consumption value ($ Million), 2021-2032

Global AIGC Ad Creative Tool market size and forecasts by region and country, in consumption value ($ Million), 2021-2032

Global AIGC Ad Creative Tool market size and forecasts, by Type and by Application, in consumption value ($ Million), 2021-2032

Global AIGC Ad Creative Tool 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 AIGC Ad Creative Tool

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 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.

Market segmentation

AIGC Ad Creative Tool 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

Content Video

Static Ads

Market segment by Function

Generative Tools

One-Stop Platform

Market segment by Downstream

Local Lifestyle

New Consumption

Beauty

Automotive

Other

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Market segment by Application

- Large Enterprises
- SMEs

Market segment by players, this report covers

- 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

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)

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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 AIGC Ad Creative Tool product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AIGC Ad Creative Tool, with revenue, gross margin, and global market share of AIGC Ad Creative Tool from 2021 to 2026.

Chapter 3, the AIGC Ad Creative Tool 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 AIGC Ad Creative Tool 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 AIGC Ad Creative Tool.

Chapter 13, to describe AIGC Ad Creative Tool research findings and conclusion.

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