

Global AIGC Video Creation Platform Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AIGC Video Creation Platform 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).

AIGC (Artificial Intelligence Generated Content) video creation platforms are 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 AIGC Video Creation Platform demand, key companies, and key regions.

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

Highlights and key features of the study

Global AIGC Video Creation Platform total market, 2021-2032, (USD Million)

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

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

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

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

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

This report profiles major players in the global AIGC Video Creation Platform 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 AIGC Video Creation Platform 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 Video Creation Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AIGC Video Creation Platform Market, Segmentation by Type:

I2V (Image-to-Video)

T2V (Text-to-Video)

V2V (Video-to-Video)

Avatar / Talking Head

Others

Global AIGC Video Creation Platform Market, Segmentation by Industry:

Advertising Media

E-Commerce

Culture and Entertainment

BFSI

Other

Global AIGC Video Creation Platform Market, Segmentation by Marketing Method:

Direct Sales

Distribution

Global AIGC Video Creation Platform 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 AIGC Video Creation Platform market?
2. What is the demand of the global AIGC Video Creation Platform market?
3. What is the year over year growth of the global AIGC Video Creation Platform market?
4. What is the total value of the global AIGC Video Creation Platform market?
5. Who are the Major Players in the global AIGC Video Creation Platform market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 AIGC Video Creation Platform Introduction
- 1.2 World AIGC Video Creation Platform Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World AIGC Video Creation Platform Total Market by Region (by Headquarter Location)
 - 1.3.1 World AIGC Video Creation Platform Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company AIGC Video Creation Platform Revenue (2021-2032)
 - 1.3.3 China Based Company AIGC Video Creation Platform Revenue (2021-2032)
 - 1.3.4 Europe Based Company AIGC Video Creation Platform Revenue (2021-2032)
 - 1.3.5 Japan Based Company AIGC Video Creation Platform Revenue (2021-2032)
 - 1.3.6 South Korea Based Company AIGC Video Creation Platform Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company AIGC Video Creation Platform Revenue (2021-2032)
 - 1.3.8 India Based Company AIGC Video Creation Platform Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 AIGC Video Creation Platform Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World AIGC Video Creation Platform Consumption Value (2021-2032)
- 2.2 World AIGC Video Creation Platform Consumption Value by Region
 - 2.2.1 World AIGC Video Creation Platform Consumption Value by Region (2021-2026)
 - 2.2.2 World AIGC Video Creation Platform Consumption Value Forecast by Region (2027-2032)
- 2.3 United States AIGC Video Creation Platform Consumption Value (2021-2032)
- 2.4 China AIGC Video Creation Platform Consumption Value (2021-2032)
- 2.5 Europe AIGC Video Creation Platform Consumption Value (2021-2032)
- 2.6 Japan AIGC Video Creation Platform Consumption Value (2021-2032)
- 2.7 South Korea AIGC Video Creation Platform Consumption Value (2021-2032)
- 2.8 ASEAN AIGC Video Creation Platform Consumption Value (2021-2032)
- 2.9 India AIGC Video Creation Platform Consumption Value (2021-2032)

3 WORLD AIGC VIDEO CREATION PLATFORM COMPANIES COMPETITIVE ANALYSIS

- 3.1 World AIGC Video Creation Platform Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
 - 3.2.1 Global AIGC Video Creation Platform Industry Rank of Major Players
 - 3.2.2 Global Concentration Ratios (CR4) for AIGC Video Creation Platform in 2025
 - 3.2.3 Global Concentration Ratios (CR8) for AIGC Video Creation Platform in 2025
- 3.3 AIGC Video Creation Platform Company Evaluation Quadrant
- 3.4 AIGC Video Creation Platform Market: Overall Company Footprint Analysis
 - 3.4.1 AIGC Video Creation Platform Market: Region Footprint
 - 3.4.2 AIGC Video Creation Platform Market: Company Product Type Footprint
 - 3.4.3 AIGC Video Creation Platform Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: AIGC Video Creation Platform Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: AIGC Video Creation Platform Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: AIGC Video Creation Platform Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: AIGC Video Creation Platform Consumption Value Comparison
 - 4.2.1 United States VS China: AIGC Video Creation Platform Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: AIGC Video Creation Platform Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based AIGC Video Creation Platform Companies and Market Share, 2021-2026
 - 4.3.1 United States Based AIGC Video Creation Platform Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies AIGC Video Creation Platform Revenue,

(2021-2026)

4.4 China Based Companies AIGC Video Creation Platform Revenue and Market Share, 2021-2026

4.4.1 China Based AIGC Video Creation Platform Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies AIGC Video Creation Platform Revenue, (2021-2026)

4.5 Rest of World Based AIGC Video Creation Platform Companies and Market Share, 2021-2026

4.5.1 Rest of World Based AIGC Video Creation Platform Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies AIGC Video Creation Platform Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World AIGC Video Creation Platform Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 I2V (Image-to-Video)

5.2.2 T2V (Text-to-Video)

5.2.3 V2V (Video-to-Video)

5.2.4 Avatar / Talking Head

5.2.5 Others

5.3 Market Segment by Type

5.3.1 World AIGC Video Creation Platform Market Size by Type (2021-2026)

5.3.2 World AIGC Video Creation Platform Market Size by Type (2027-2032)

5.3.3 World AIGC Video Creation Platform Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY INDUSTRY

6.1 World AIGC Video Creation Platform Market Size Overview by Industry: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Industry

6.2.1 Advertising Media

6.2.2 E-Commerce

6.2.3 Culture and Entertainment

6.2.4 BFSI

6.2.5 Other

6.3 Market Segment by Industry

6.3.1 World AIGC Video Creation Platform Market Size by Industry (2021-2026)

6.3.2 World AIGC Video Creation Platform Market Size by Industry (2027-2032)

6.3.3 World AIGC Video Creation Platform Market Size Market Share by Industry (2027-2032)

7 MARKET ANALYSIS BY MARKETING METHOD

7.1 World AIGC Video Creation Platform Market Size Overview by Marketing Method: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Marketing Method

7.2.1 Direct Sales

7.2.2 Distribution

7.3 Market Segment by Marketing Method

7.3.1 World AIGC Video Creation Platform Market Size by Marketing Method (2021-2026)

7.3.2 World AIGC Video Creation Platform Market Size by Marketing Method (2027-2032)

7.3.3 World AIGC Video Creation Platform Market Size Market Share by Marketing Method (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World AIGC Video Creation Platform Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 ToC

8.2.2 ToB

8.3 Market Segment by Application

8.3.1 World AIGC Video Creation Platform Market Size by Application (2021-2026)

8.3.2 World AIGC Video Creation Platform Market Size by Application (2027-2032)

8.3.3 World AIGC Video Creation Platform Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 OpenAI (Sora)

9.1.1 OpenAI (Sora) Details

9.1.2 OpenAI (Sora) Major Business

- 9.1.3 OpenAI (Sora) AIGC Video Creation Platform Product and Services
- 9.1.4 OpenAI (Sora) AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
- 9.1.5 OpenAI (Sora) Recent Developments/Updates
- 9.1.6 OpenAI (Sora) Competitive Strengths & Weaknesses
- 9.2 Midjourney
 - 9.2.1 Midjourney Details
 - 9.2.2 Midjourney Major Business
 - 9.2.3 Midjourney AIGC Video Creation Platform Product and Services
 - 9.2.4 Midjourney AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.2.5 Midjourney Recent Developments/Updates
 - 9.2.6 Midjourney Competitive Strengths & Weaknesses
- 9.3 Runway
 - 9.3.1 Runway Details
 - 9.3.2 Runway Major Business
 - 9.3.3 Runway AIGC Video Creation Platform Product and Services
 - 9.3.4 Runway AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Runway Recent Developments/Updates
 - 9.3.6 Runway Competitive Strengths & Weaknesses
- 9.4 Oika
 - 9.4.1 Oika Details
 - 9.4.2 Oika Major Business
 - 9.4.3 Oika AIGC Video Creation Platform Product and Services
 - 9.4.4 Oika AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Oika Recent Developments/Updates
 - 9.4.6 Oika Competitive Strengths & Weaknesses
- 9.5 Loom
 - 9.5.1 Loom Details
 - 9.5.2 Loom Major Business
 - 9.5.3 Loom AIGC Video Creation Platform Product and Services
 - 9.5.4 Loom AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Loom Recent Developments/Updates
 - 9.5.6 Loom Competitive Strengths & Weaknesses
- 9.6 Pika
 - 9.6.1 Pika Details

- 9.6.2 Pika Major Business
- 9.6.3 Pika AIGC Video Creation Platform Product and Services
- 9.6.4 Pika AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
- 9.6.5 Pika Recent Developments/Updates
- 9.6.6 Pika Competitive Strengths & Weaknesses
- 9.7 Stability AI
 - 9.7.1 Stability AI Details
 - 9.7.2 Stability AI Major Business
 - 9.7.3 Stability AI AIGC Video Creation Platform Product and Services
 - 9.7.4 Stability AI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Stability AI Recent Developments/Updates
 - 9.7.6 Stability AI Competitive Strengths & Weaknesses
- 9.8 Luma
 - 9.8.1 Luma Details
 - 9.8.2 Luma Major Business
 - 9.8.3 Luma AIGC Video Creation Platform Product and Services
 - 9.8.4 Luma AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Luma Recent Developments/Updates
 - 9.8.6 Luma Competitive Strengths & Weaknesses
- 9.9 Haiper
 - 9.9.1 Haiper Details
 - 9.9.2 Haiper Major Business
 - 9.9.3 Haiper AIGC Video Creation Platform Product and Services
 - 9.9.4 Haiper AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Haiper Recent Developments/Updates
 - 9.9.6 Haiper Competitive Strengths & Weaknesses
- 9.10 Heygen
 - 9.10.1 Heygen Details
 - 9.10.2 Heygen Major Business
 - 9.10.3 Heygen AIGC Video Creation Platform Product and Services
 - 9.10.4 Heygen AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Heygen Recent Developments/Updates
 - 9.10.6 Heygen Competitive Strengths & Weaknesses
- 9.11 MoonValley

- 9.11.1 MoonValley Details
- 9.11.2 MoonValley Major Business
- 9.11.3 MoonValley AIGC Video Creation Platform Product and Services
- 9.11.4 MoonValley AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
- 9.11.5 MoonValley Recent Developments/Updates
- 9.11.6 MoonValley Competitive Strengths & Weaknesses
- 9.12 Tiktok
 - 9.12.1 Tiktok Details
 - 9.12.2 Tiktok Major Business
 - 9.12.3 Tiktok AIGC Video Creation Platform Product and Services
 - 9.12.4 Tiktok AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Tiktok Recent Developments/Updates
 - 9.12.6 Tiktok Competitive Strengths & Weaknesses
- 9.13 Kuaishou (Kling AI)
 - 9.13.1 Kuaishou (Kling AI) Details
 - 9.13.2 Kuaishou (Kling AI) Major Business
 - 9.13.3 Kuaishou (Kling AI) AIGC Video Creation Platform Product and Services
 - 9.13.4 Kuaishou (Kling AI) AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Kuaishou (Kling AI) Recent Developments/Updates
 - 9.13.6 Kuaishou (Kling AI) Competitive Strengths & Weaknesses
- 9.14 LiblibAI
 - 9.14.1 LiblibAI Details
 - 9.14.2 LiblibAI Major Business
 - 9.14.3 LiblibAI AIGC Video Creation Platform Product and Services
 - 9.14.4 LiblibAI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 LiblibAI Recent Developments/Updates
 - 9.14.6 LiblibAI Competitive Strengths & Weaknesses
- 9.15 MiniMax (Hailuo AI)
 - 9.15.1 MiniMax (Hailuo AI) Details
 - 9.15.2 MiniMax (Hailuo AI) Major Business
 - 9.15.3 MiniMax (Hailuo AI) AIGC Video Creation Platform Product and Services
 - 9.15.4 MiniMax (Hailuo AI) AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.15.5 MiniMax (Hailuo AI) Recent Developments/Updates
 - 9.15.6 MiniMax (Hailuo AI) Competitive Strengths & Weaknesses

9.16 Youyan AI

9.16.1 Youyan AI Details

9.16.2 Youyan AI Major Business

9.16.3 Youyan AI AIGC Video Creation Platform Product and Services

9.16.4 Youyan AI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 Youyan AI Recent Developments/Updates

9.16.6 Youyan AI Competitive Strengths & Weaknesses

9.17 Baidu

9.17.1 Baidu Details

9.17.2 Baidu Major Business

9.17.3 Baidu AIGC Video Creation Platform Product and Services

9.17.4 Baidu AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)

9.17.5 Baidu Recent Developments/Updates

9.17.6 Baidu Competitive Strengths & Weaknesses

9.18 Alibaba

9.18.1 Alibaba Details

9.18.2 Alibaba Major Business

9.18.3 Alibaba AIGC Video Creation Platform Product and Services

9.18.4 Alibaba AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)

9.18.5 Alibaba Recent Developments/Updates

9.18.6 Alibaba Competitive Strengths & Weaknesses

9.19 BDB Digital

9.19.1 BDB Digital Details

9.19.2 BDB Digital Major Business

9.19.3 BDB Digital AIGC Video Creation Platform Product and Services

9.19.4 BDB Digital AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)

9.19.5 BDB Digital Recent Developments/Updates

9.19.6 BDB Digital Competitive Strengths & Weaknesses

9.20 YizhenTV

9.20.1 YizhenTV Details

9.20.2 YizhenTV Major Business

9.20.3 YizhenTV AIGC Video Creation Platform Product and Services

9.20.4 YizhenTV AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)

9.20.5 YizhenTV Recent Developments/Updates

- 9.20.6 YizhenTV Competitive Strengths & Weaknesses
- 9.21 JingDong
 - 9.21.1 JingDong Details
 - 9.21.2 JingDong Major Business
 - 9.21.3 JingDong AIGC Video Creation Platform Product and Services
 - 9.21.4 JingDong AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.21.5 JingDong Recent Developments/Updates
 - 9.21.6 JingDong Competitive Strengths & Weaknesses
- 9.22 PixVerse
 - 9.22.1 PixVerse Details
 - 9.22.2 PixVerse Major Business
 - 9.22.3 PixVerse AIGC Video Creation Platform Product and Services
 - 9.22.4 PixVerse AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.22.5 PixVerse Recent Developments/Updates
 - 9.22.6 PixVerse Competitive Strengths & Weaknesses
- 9.23 Wondershare
 - 9.23.1 Wondershare Details
 - 9.23.2 Wondershare Major Business
 - 9.23.3 Wondershare AIGC Video Creation Platform Product and Services
 - 9.23.4 Wondershare AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.23.5 Wondershare Recent Developments/Updates
 - 9.23.6 Wondershare Competitive Strengths & Weaknesses
- 9.24 Meitu
 - 9.24.1 Meitu Details
 - 9.24.2 Meitu Major Business
 - 9.24.3 Meitu AIGC Video Creation Platform Product and Services
 - 9.24.4 Meitu AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.24.5 Meitu Recent Developments/Updates
 - 9.24.6 Meitu Competitive Strengths & Weaknesses
- 9.25 Vidu AI
 - 9.25.1 Vidu AI Details
 - 9.25.2 Vidu AI Major Business
 - 9.25.3 Vidu AI AIGC Video Creation Platform Product and Services
 - 9.25.4 Vidu AI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)

- 9.25.5 Vidu AI Recent Developments/Updates
- 9.25.6 Vidu AI Competitive Strengths & Weaknesses
- 9.26 iFlytech
 - 9.26.1 iFlytech Details
 - 9.26.2 iFlytech Major Business
 - 9.26.3 iFlytech AIGC Video Creation Platform Product and Services
 - 9.26.4 iFlytech AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.26.5 iFlytech Recent Developments/Updates
 - 9.26.6 iFlytech Competitive Strengths & Weaknesses
- 9.27 KreadoAI
 - 9.27.1 KreadoAI Details
 - 9.27.2 KreadoAI Major Business
 - 9.27.3 KreadoAI AIGC Video Creation Platform Product and Services
 - 9.27.4 KreadoAI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.27.5 KreadoAI Recent Developments/Updates
 - 9.27.6 KreadoAI Competitive Strengths & Weaknesses
- 9.28 Virdyn
 - 9.28.1 Virdyn Details
 - 9.28.2 Virdyn Major Business
 - 9.28.3 Virdyn AIGC Video Creation Platform Product and Services
 - 9.28.4 Virdyn AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.28.5 Virdyn Recent Developments/Updates
 - 9.28.6 Virdyn Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 AIGC Video Creation Platform Industry Chain
- 10.2 AIGC Video Creation Platform Upstream Analysis
- 10.3 AIGC Video Creation Platform Midstream Analysis
- 10.4 AIGC Video Creation Platform Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World AIGC Video Creation Platform Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World AIGC Video Creation Platform Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World AIGC Video Creation Platform Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World AIGC Video Creation Platform Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World AIGC Video Creation Platform Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World AIGC Video Creation Platform Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World AIGC Video Creation Platform Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World AIGC Video Creation Platform Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World AIGC Video Creation Platform Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key AIGC Video Creation Platform Players in 2025

Table 12. World AIGC Video Creation Platform Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global AIGC Video Creation Platform Company Evaluation Quadrant

Table 14. Head Office of Key AIGC Video Creation Platform Players

Table 15. AIGC Video Creation Platform Market: Company Product Type Footprint

Table 16. AIGC Video Creation Platform Market: Company Product Application Footprint

Table 17. AIGC Video Creation Platform Mergers & Acquisitions Activity

Table 18. United States VS China AIGC Video Creation Platform Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China AIGC Video Creation Platform Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based AIGC Video Creation Platform Companies, Headquarters (States, Country)

Table 21. United States Based Companies AIGC Video Creation Platform Revenue,

(2021-2026) & (USD Million)

Table 22. United States Based Companies AIGC Video Creation Platform Revenue Market Share (2021-2026)

Table 23. China Based AIGC Video Creation Platform Companies, Headquarters (Province, Country)

Table 24. China Based Companies AIGC Video Creation Platform Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies AIGC Video Creation Platform Revenue Market Share (2021-2026)

Table 26. Rest of World Based AIGC Video Creation Platform Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies AIGC Video Creation Platform Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies AIGC Video Creation Platform Revenue Market Share (2021-2026)

Table 29. World AIGC Video Creation Platform Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World AIGC Video Creation Platform Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World AIGC Video Creation Platform Market Size by Type (2027-2032) & (USD Million)

Table 32. World AIGC Video Creation Platform Market Size by Industry, (USD Million), 2021 & 2025 & 2032

Table 33. World AIGC Video Creation Platform Market Size Value by Industry (2021-2026) & (USD Million)

Table 34. World AIGC Video Creation Platform Market Size by Industry (2027-2032) & (USD Million)

Table 35. World AIGC Video Creation Platform Market Size by Marketing Method, (USD Million), 2021 & 2025 & 2032

Table 36. World AIGC Video Creation Platform Market Size Value by Marketing Method (2021-2026) & (USD Million)

Table 37. World AIGC Video Creation Platform Market Size by Marketing Method (2027-2032) & (USD Million)

Table 38. World AIGC Video Creation Platform Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World AIGC Video Creation Platform Market Size by Application (2021-2026) & (USD Million)

Table 40. World AIGC Video Creation Platform Market Size by Application (2027-2032) & (USD Million)

- Table 41. OpenAI (Sora) Basic Information, Manufacturing Base and Competitors
- Table 42. OpenAI (Sora) Major Business
- Table 43. OpenAI (Sora) AIGC Video Creation Platform Product and Services
- Table 44. OpenAI (Sora) AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 45. OpenAI (Sora) Recent Developments/Updates
- Table 46. OpenAI (Sora) Competitive Strengths & Weaknesses
- Table 47. Midjourney Basic Information, Manufacturing Base and Competitors
- Table 48. Midjourney Major Business
- Table 49. Midjourney AIGC Video Creation Platform Product and Services
- Table 50. Midjourney AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 51. Midjourney Recent Developments/Updates
- Table 52. Midjourney Competitive Strengths & Weaknesses
- Table 53. Runway Basic Information, Manufacturing Base and Competitors
- Table 54. Runway Major Business
- Table 55. Runway AIGC Video Creation Platform Product and Services
- Table 56. Runway AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 57. Runway Recent Developments/Updates
- Table 58. Runway Competitive Strengths & Weaknesses
- Table 59. Oika Basic Information, Manufacturing Base and Competitors
- Table 60. Oika Major Business
- Table 61. Oika AIGC Video Creation Platform Product and Services
- Table 62. Oika AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 63. Oika Recent Developments/Updates
- Table 64. Oika Competitive Strengths & Weaknesses
- Table 65. Loom Basic Information, Manufacturing Base and Competitors
- Table 66. Loom Major Business
- Table 67. Loom AIGC Video Creation Platform Product and Services
- Table 68. Loom AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 69. Loom Recent Developments/Updates
- Table 70. Loom Competitive Strengths & Weaknesses
- Table 71. Pika Basic Information, Manufacturing Base and Competitors
- Table 72. Pika Major Business
- Table 73. Pika AIGC Video Creation Platform Product and Services
- Table 74. Pika AIGC Video Creation Platform Revenue, Gross Margin and Market

Share (2021-2026) & (USD Million)

Table 75. Pika Recent Developments/Updates

Table 76. Pika Competitive Strengths & Weaknesses

Table 77. Stability AI Basic Information, Manufacturing Base and Competitors

Table 78. Stability AI Major Business

Table 79. Stability AI AIGC Video Creation Platform Product and Services

Table 80. Stability AI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Stability AI Recent Developments/Updates

Table 82. Stability AI Competitive Strengths & Weaknesses

Table 83. Luma Basic Information, Manufacturing Base and Competitors

Table 84. Luma Major Business

Table 85. Luma AIGC Video Creation Platform Product and Services

Table 86. Luma AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Luma Recent Developments/Updates

Table 88. Luma Competitive Strengths & Weaknesses

Table 89. Haiper Basic Information, Manufacturing Base and Competitors

Table 90. Haiper Major Business

Table 91. Haiper AIGC Video Creation Platform Product and Services

Table 92. Haiper AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Haiper Recent Developments/Updates

Table 94. Haiper Competitive Strengths & Weaknesses

Table 95. Heygen Basic Information, Manufacturing Base and Competitors

Table 96. Heygen Major Business

Table 97. Heygen AIGC Video Creation Platform Product and Services

Table 98. Heygen AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Heygen Recent Developments/Updates

Table 100. Heygen Competitive Strengths & Weaknesses

Table 101. MoonValley Basic Information, Manufacturing Base and Competitors

Table 102. MoonValley Major Business

Table 103. MoonValley AIGC Video Creation Platform Product and Services

Table 104. MoonValley AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. MoonValley Recent Developments/Updates

Table 106. MoonValley Competitive Strengths & Weaknesses

Table 107. Tiktok Basic Information, Manufacturing Base and Competitors

- Table 108. Tiktok Major Business
- Table 109. Tiktok AIGC Video Creation Platform Product and Services
- Table 110. Tiktok AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. Tiktok Recent Developments/Updates
- Table 112. Tiktok Competitive Strengths & Weaknesses
- Table 113. Kuaishou (Kling AI) Basic Information, Manufacturing Base and Competitors
- Table 114. Kuaishou (Kling AI) Major Business
- Table 115. Kuaishou (Kling AI) AIGC Video Creation Platform Product and Services
- Table 116. Kuaishou (Kling AI) AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. Kuaishou (Kling AI) Recent Developments/Updates
- Table 118. Kuaishou (Kling AI) Competitive Strengths & Weaknesses
- Table 119. LiblibAI Basic Information, Manufacturing Base and Competitors
- Table 120. LiblibAI Major Business
- Table 121. LiblibAI AIGC Video Creation Platform Product and Services
- Table 122. LiblibAI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. LiblibAI Recent Developments/Updates
- Table 124. LiblibAI Competitive Strengths & Weaknesses
- Table 125. MiniMax (Hailuo AI) Basic Information, Manufacturing Base and Competitors
- Table 126. MiniMax (Hailuo AI) Major Business
- Table 127. MiniMax (Hailuo AI) AIGC Video Creation Platform Product and Services
- Table 128. MiniMax (Hailuo AI) AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 129. MiniMax (Hailuo AI) Recent Developments/Updates
- Table 130. MiniMax (Hailuo AI) Competitive Strengths & Weaknesses
- Table 131. Youyan AI Basic Information, Manufacturing Base and Competitors
- Table 132. Youyan AI Major Business
- Table 133. Youyan AI AIGC Video Creation Platform Product and Services
- Table 134. Youyan AI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 135. Youyan AI Recent Developments/Updates
- Table 136. Youyan AI Competitive Strengths & Weaknesses
- Table 137. Baidu Basic Information, Manufacturing Base and Competitors
- Table 138. Baidu Major Business
- Table 139. Baidu AIGC Video Creation Platform Product and Services
- Table 140. Baidu AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 141. Baidu Recent Developments/Updates
- Table 142. Baidu Competitive Strengths & Weaknesses
- Table 143. Alibaba Basic Information, Manufacturing Base and Competitors
- Table 144. Alibaba Major Business
- Table 145. Alibaba AIGC Video Creation Platform Product and Services
- Table 146. Alibaba AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Alibaba Recent Developments/Updates
- Table 148. Alibaba Competitive Strengths & Weaknesses
- Table 149. BDB Digital Basic Information, Manufacturing Base and Competitors
- Table 150. BDB Digital Major Business
- Table 151. BDB Digital AIGC Video Creation Platform Product and Services
- Table 152. BDB Digital AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. BDB Digital Recent Developments/Updates
- Table 154. BDB Digital Competitive Strengths & Weaknesses
- Table 155. YizhenTV Basic Information, Manufacturing Base and Competitors
- Table 156. YizhenTV Major Business
- Table 157. YizhenTV AIGC Video Creation Platform Product and Services
- Table 158. YizhenTV AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. YizhenTV Recent Developments/Updates
- Table 160. YizhenTV Competitive Strengths & Weaknesses
- Table 161. JingDong Basic Information, Manufacturing Base and Competitors
- Table 162. JingDong Major Business
- Table 163. JingDong AIGC Video Creation Platform Product and Services
- Table 164. JingDong AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. JingDong Recent Developments/Updates
- Table 166. JingDong Competitive Strengths & Weaknesses
- Table 167. PixVerse Basic Information, Manufacturing Base and Competitors
- Table 168. PixVerse Major Business
- Table 169. PixVerse AIGC Video Creation Platform Product and Services
- Table 170. PixVerse AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 171. PixVerse Recent Developments/Updates
- Table 172. PixVerse Competitive Strengths & Weaknesses
- Table 173. Wondershare Basic Information, Manufacturing Base and Competitors
- Table 174. Wondershare Major Business

- Table 175. Wondershare AIGC Video Creation Platform Product and Services
- Table 176. Wondershare AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 177. Wondershare Recent Developments/Updates
- Table 178. Wondershare Competitive Strengths & Weaknesses
- Table 179. Meitu Basic Information, Manufacturing Base and Competitors
- Table 180. Meitu Major Business
- Table 181. Meitu AIGC Video Creation Platform Product and Services
- Table 182. Meitu AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 183. Meitu Recent Developments/Updates
- Table 184. Meitu Competitive Strengths & Weaknesses
- Table 185. Vidu AI Basic Information, Manufacturing Base and Competitors
- Table 186. Vidu AI Major Business
- Table 187. Vidu AI AIGC Video Creation Platform Product and Services
- Table 188. Vidu AI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 189. Vidu AI Recent Developments/Updates
- Table 190. Vidu AI Competitive Strengths & Weaknesses
- Table 191. iFlytech Basic Information, Manufacturing Base and Competitors
- Table 192. iFlytech Major Business
- Table 193. iFlytech AIGC Video Creation Platform Product and Services
- Table 194. iFlytech AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 195. iFlytech Recent Developments/Updates
- Table 196. iFlytech Competitive Strengths & Weaknesses
- Table 197. KreadoAI Basic Information, Manufacturing Base and Competitors
- Table 198. KreadoAI Major Business
- Table 199. KreadoAI AIGC Video Creation Platform Product and Services
- Table 200. KreadoAI AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 201. KreadoAI Recent Developments/Updates
- Table 202. KreadoAI Competitive Strengths & Weaknesses
- Table 203. Virdyn Basic Information, Manufacturing Base and Competitors
- Table 204. Virdyn Major Business
- Table 205. Virdyn AIGC Video Creation Platform Product and Services
- Table 206. Virdyn AIGC Video Creation Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 207. Virdyn Recent Developments/Updates

Table 208. Virdyn Competitive Strengths & Weaknesses

Table 209. Global Key Players of AIGC Video Creation Platform Upstream (Raw Materials)

Table 210. Global AIGC Video Creation Platform Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. AIGC Video Creation Platform Picture

Figure 2. World AIGC Video Creation Platform Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World AIGC Video Creation Platform Total Revenue (2021-2032) & (USD Million)

Figure 4. World AIGC Video Creation Platform Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World AIGC Video Creation Platform Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company AIGC Video Creation Platform Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company AIGC Video Creation Platform Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company AIGC Video Creation Platform Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company AIGC Video Creation Platform Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company AIGC Video Creation Platform Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company AIGC Video Creation Platform Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company AIGC Video Creation Platform Revenue (2021-2032) & (USD Million)

Figure 13. AIGC Video Creation Platform Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World AIGC Video Creation Platform Consumption Value (2021-2032) & (USD Million)

Figure 16. World AIGC Video Creation Platform Consumption Value Market Share by Region (2021-2032)

Figure 17. United States AIGC Video Creation Platform Consumption Value (2021-2032) & (USD Million)

Figure 18. China AIGC Video Creation Platform Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe AIGC Video Creation Platform Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan AIGC Video Creation Platform Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea AIGC Video Creation Platform Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN AIGC Video Creation Platform Consumption Value (2021-2032) & (USD Million)

Figure 23. India AIGC Video Creation Platform Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of AIGC Video Creation Platform by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for AIGC Video Creation Platform Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for AIGC Video Creation Platform Markets in 2025

Figure 27. United States VS China: AIGC Video Creation Platform Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: AIGC Video Creation Platform Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World AIGC Video Creation Platform Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World AIGC Video Creation Platform Market Size Market Share by Type in 2025

Figure 31. I2V (Image-to-Video)

Figure 32. T2V (Text-to-Video)

Figure 33. V2V (Video-to-Video)

Figure 34. Avatar / Talking Head

Figure 35. Others

Figure 36. World AIGC Video Creation Platform Market Size Market Share by Type (2021-2032)

Figure 37. World AIGC Video Creation Platform Market Size by Industry, (USD Million), 2021 & 2025 & 2032

Figure 38. World AIGC Video Creation Platform Market Size Market Share by Industry in 2025

Figure 39. Advertising Media

Figure 40. E-Commerce

Figure 41. Culture and Entertainment

Figure 42. BFSI

Figure 43. Other

Figure 44. World AIGC Video Creation Platform Market Size Market Share by Industry

(2021-2032)

Figure 45. World AIGC Video Creation Platform Market Size by Marketing Method, (USD Million), 2021 & 2025 & 2032

Figure 46. World AIGC Video Creation Platform Market Size Market Share by Marketing Method in 2025

Figure 47. Direct Sales

Figure 48. Distribution

Figure 49. World AIGC Video Creation Platform Market Size Market Share by Marketing Method (2021-2032)

Figure 50. World AIGC Video Creation Platform Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 51. World AIGC Video Creation Platform Market Size Market Share by Application in 2025

Figure 52. ToC

Figure 53. ToB

Figure 54. World AIGC Video Creation Platform Market Size Market Share by Application (2021-2032)

Figure 55. AIGC Video Creation Platform Industrial Chain

Figure 56. Methodology

Figure 57. Research Process and Data Source

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