

Global Generative AI Data Annotation Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Generative AI Data Annotation market size is expected to reach \$ 143544 million by 2032, rising at a market growth of 37.1% CAGR during the forecast period (2026-2032).

Generative AI data annotation refers to the process of creating and structuring high-quality training datasets for training, fine-tuning, and evaluating generative models (including text, image, video, and multimodal models). It primarily includes text-text, text-to-image, text-to-video, and multimodal alignment labeling, as well as human feedback data (RLHF), preference ranking, and instruction tuning datasets, aiming to improve model generation quality, alignment, and controllability.

Structurally, RLHF and preference labeling account for ~42% (USD 8.8B), multimodal alignment ~32% (USD 6.7B), and synthetic data validation/data engineering ~26% (USD 5.5B), maintaining a “price ? volume ? market size” consistency; pricing varies by task type, with basic labeling at \$0.01–0.03 per sample, RLHF/instruction data at \$0.05–0.12 per sample, image-text alignment at \$0.1–1 per pair, and video annotation at \$5–20 per minute, driven by differences in cognitive complexity, quality control requirements, data structure complexity, and labor segmentation; supply capacity consists of approximately 3.5 million crowd workers, ~250,000 skilled annotators/data engineers, and increasing AI-assisted pre-labeling systems, with high-quality RLHF and multimodal data as key bottlenecks; while synthetic data and self-supervised learning may partially substitute low-end labeling in the medium to long term, current impact is primarily a structural shift in demand rather than a contraction in total volume; demand is led by LLMs (~52%), followed by multimodal models (~31%) and video/3D generation (~17%), with applications in AI copilots, AIGC tools, and enterprise AI systems, and midstream model training dominated by players such as OpenAI, Google, and Meta;

overall, the industry is transitioning from scale-driven growth to alignment- and multimodal-driven expansion, and under continued model iteration and application deployment, the market retains strong structural growth momentum and upside potential.

This report studies the global Generative AI Data Annotation demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Generative AI Data Annotation, 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 Generative AI Data Annotation that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Generative AI Data Annotation total market, 2021-2032, (USD Million)

Global Generative AI Data Annotation total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Generative AI Data Annotation total market, key domestic companies, and share, (USD Million)

Global Generative AI Data Annotation revenue by player, revenue and market share 2021-2026, (USD Million)

Global Generative AI Data Annotation total market by Type, CAGR, 2021-2032, (USD Million)

Global Generative AI Data Annotation total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Generative AI Data Annotation 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 Scale AI, Appen, TELUS AI Data Solutions, Sama, iMerit, Surge AI, Invisible Technologies, CloudFactory, Labelbox, Snorkel AI, 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 Generative AI Data Annotation 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 Generative AI Data Annotation Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Generative AI Data Annotation Market, Segmentation by Type:

Supervised Labeling

RLHF / Preference Labeling

Instruction Tuning Data

Synthetic Data + Validation

Weak / Programmatic Labeling

Global Generative AI Data Annotation Market, Segmentation by Modality:

Image Annotation

Video Annotation

3D / Lidar Annotation

Text Annotation

Speech Annotation

Multi-modal Annotation

Global Generative AI Data Annotation Market, Segmentation by Application:

AI Copilot

AIGC Content Tools

AI Customer Service

AI Design Tools

AI Coding Assistant

AI Video Generation Platform

AI Drug Discovery

AI Simulation / Digital Twin

Others

Companies Profiled:

Scale AI

Appen

TELUS AI Data Solutions

Sama

iMerit

Surge AI

Invisible Technologies

CloudFactory

Labelbox

Snorkel AI

Hive AI

SuperAnnotate

Dataloop AI

V7 Labs

Cogito Tech

Defined.ai

Deepen AI

Alegion

OpenAI

Google

Meta

Microsoft

Amazon

NVIDIA

ByteDance

Tesla

Baidu

Alibaba

Tencent

SenseTime

Megvii

Amazon Mechanical Turk

Toloka

Clickworker

Remotasks

UHRS (Microsoft)

Scale Rapid

Appen Crowd

Key Questions Answered

1. How big is the global Generative AI Data Annotation market?

2. What is the demand of the global Generative AI Data Annotation market?
3. What is the year over year growth of the global Generative AI Data Annotation market?
4. What is the total value of the global Generative AI Data Annotation market?
5. Who are the Major Players in the global Generative AI Data Annotation market?
6. What are the growth factors driving the market demand?

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