

# Global Generative AI Data Annotation 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 Generative AI Data Annotation market size was valued at US\$ 15654 million in 2025 and is forecast to a readjusted size of US\$ 143544 million by 2032 with a CAGR of 37.1% during review period.

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 is a detailed and comprehensive analysis for global Generative AI Data Annotation 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 Generative AI Data Annotation market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Generative AI Data Annotation market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Generative AI Data Annotation market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Generative AI Data Annotation 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 Generative AI Data Annotation

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 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.

### Market segmentation

Generative AI Data Annotation 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

Supervised Labeling

RLHF / Preference Labeling

Instruction Tuning Data

Synthetic Data + Validation

Weak / Programmatic Labeling

### Market segment by Modality

Image Annotation

Video Annotation

3D / Lidar Annotation

Text Annotation

Speech Annotation

Multi-modal Annotation

### Market segment 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

### Market segment by players, this report covers

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

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 Generative AI Data Annotation product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Generative AI Data Annotation, with revenue, gross margin, and global market share of Generative AI Data Annotation from 2021 to 2026.

Chapter 3, the Generative AI Data Annotation 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 Generative AI Data Annotation 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 Generative AI Data Annotation.

Chapter 13, to describe Generative AI Data Annotation research findings and conclusion.

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