

# Global Video Type AIGC Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Video Type AIGC market size is expected to reach \$ 24744 million by 2032, rising at a market growth of 14.9% CAGR during the forecast period (2026-2032).

Video Type AIGC refers to artificial intelligence systems capable of generating, editing, extending, and transforming video content using deep learning models such as diffusion models, transformer architectures, and multimodal generative systems, enabling automated production of short-form and long-form videos from text, images, or other video inputs.

Current and planned projects in the Video Type AIGC sector include development of next-generation long-form video generation models, expansion of multimodal AI systems combining video, audio, and text generation, construction of large-scale GPU cloud infrastructure to support real-time rendering, enterprise deployment of AI video tools for marketing and film production, integration of AI video generation into social media and creative platforms, and research initiatives focused on improving temporal consistency, realism, and controllability, driven by increasing demand for automated video content production, rapid growth of short-form video platforms, and digital transformation in media and entertainment industries worldwide.

2025 Global Market Average Gross Profit Margin: 70%.

The Video Type AIGC market represents one of the most rapidly expanding segments within generative artificial intelligence, driven by explosive demand for video content across entertainment, advertising, education, and social media platforms. Advances in diffusion-based video models and multimodal AI systems have significantly improved video generation quality, enabling the creation of realistic, high-resolution, and

temporally consistent video content. This has reduced production costs and democratized access to video creation tools, allowing both enterprises and individual creators to produce professional-grade content without traditional filming infrastructure.

From a regional perspective, North America leads in technological innovation and early commercialization, supported by strong AI research ecosystems and major technology companies. Asia-Pacific is the fastest-growing region, driven by massive short-form video consumption, e-commerce video advertising, and strong adoption in China, Japan, and South Korea. Europe shows steady growth, particularly in media production and enterprise applications, while emerging markets are increasingly adopting AI video tools as digital infrastructure expands.

Market opportunities are substantial in short-form video generation, automated advertising content, virtual influencers, gaming cinematics, and personalized video communication. Integration with social media platforms and e-commerce ecosystems is accelerating adoption. However, risks include high computational costs, copyright and intellectual property concerns, deepfake misuse, and regulatory scrutiny over synthetic media. Ensuring content authenticity and ethical use remains a major industry challenge.

Key trends include rapid adoption of text-to-video and image-to-video systems, increasing focus on real-time video generation, and integration of audio-visual multimodal models. The rise of AI-powered video editing tools is also transforming post-production workflows. The competitive landscape is highly dynamic, with major technology companies, cloud providers, and specialized AI startups competing on model quality, speed, and ecosystem integration. As the market matures, differentiation will depend on realism, controllability, scalability, and compliance capabilities, positioning Video Type AIGC as a foundational technology for the future of digital media production.

This report studies the global Video Type AIGC demand, key companies, and key regions.

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

**Highlights and key features of the study**

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

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

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

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

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

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

This report profiles major players in the global Video Type AIGC 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, VEED, Capcut, FlexClip, Colossyan, HeyGen, Runway, Luma AI, Stability AI, Pika, 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 Video Type AIGC 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 Video Type AIGC Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Video Type AIGC Market, Segmentation by Type:

Open Source

Non-Open Source

Global Video Type AIGC Market, Segmentation by Deployment Mode:

Cloud Based Type

On Premise Type

Hybrid Deployment Type

Global Video Type AIGC Market, Segmentation by Generation Method:

Text To Video Type

Image To Video Type

Video To Video Type

Hybrid Multimodal Generation Type

Global Video Type AIGC Market, Segmentation by Application:

Film and Television

Advertising

Media and Entertainment

Education

Others

Companies Profiled:

OpenAI

VEED

Capcut

FlexClip

Colossyan

HeyGen

Runway

Luma AI

Stability AI

Pika

D-ID

Wonder Studio

Baidu

ByteDance

Tencent

#### Key Questions Answered

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

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