

# Global Video Type AIGC 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 Video Type AIGC market size was valued at US\$ 10240 million in 2025 and is forecast to a readjusted size of US\$ 24744 million by 2032 with a CAGR of 14.9% during review period.

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 is a detailed and comprehensive analysis for global Video Type AIGC 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 Video Type AIGC market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Video Type AIGC market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

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

Global Video Type AIGC 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 Video Type AIGC

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 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.

**Market segmentation**

Video Type AIGC 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

Open Source

Non-Open Source

#### Market segment by Deployment Mode

Cloud Based Type

On Premise Type

Hybrid Deployment Type

#### Market segment by Generation Method

Text To Video Type

Image To Video Type

Video To Video Type

Hybrid Multimodal Generation Type

#### Market segment by Application

Film and Television

Advertising

Media and Entertainment

Education

Others

Market segment by players, this report covers

OpenAI

VEED

Capcut

FlexClip

Colossyan

HeyGen

Runway

Luma AI

Stability AI

Pika

D-ID

Wonder Studio

Baidu

ByteDance

Tencent

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 Video Type AIGC product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Video Type AIGC 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 Video Type AIGC 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 Video Type AIGC.

Chapter 13, to describe Video Type AIGC research findings and conclusion.

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