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Generative AI In Content Creation Market Size, Share & Trends Analysis Report By Component (Software, Services), By Application (Video Generation, Text Generation, Image Generation, Audio Generation), By Industry, By Region, And Segment Forecasts, 2025 - 2030

https://marketpublishers.com/r/G74183D3A54BEN.html
Date: May 2025
Pages: 100
Price: US$ 4,950.00 (Single User License)
ID: G74183D3A54BEN

Abstracts

This report can be delivered to the clients within 5 Business Days

Market Size & Trends

The global generative AI in content creation Market size was estimated at USD 14.84 billion in 2024 and is expected to grow at a CAGR of 32.5% from 2025 to 2030. This growth is driven by the increasing demand for scalable, cost-efficient, and high-quality content across industries such as marketing, entertainment, e-commerce, and education. Businesses are adopting generative AI to accelerate content workflows, reduce production time, and personalize user experiences at scale. The proliferation of multimodal AI tools that can generate text, images, video, and audio is expanding the addressable industry.

Additionally, advancements in foundational models, such as OpenAI's GPT and Google LLC's Gemini, are enhancing the capabilities and accessibility of content creation tools. The rise of creator economy platforms and brand automation needs is further fueling adoption. As regulatory frameworks mature and AI integration becomes mainstream, generative AI is expected to transform how content is ideated, produced, and consumed.

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Further, the industry is driven by the increasing demand for scalable, cost-efficient, and high-quality content across various industries, including marketing, entertainment, e-commerce, and education. Advancements in AI technologies, particularly in Natural Language Processing (NLP), computer vision, and Generative Adversarial Networks (GANs), are unlocking new possibilities for generating human-like content. The proliferation of multimodal AI tools capable of producing text, images, video, and audio from a single prompt is expanding the market's addressable scope. Additionally, the democratization of content creation tools is enabling broader participation, allowing non-technical users to generate high-quality content.

A confluence of technological, economic, and industry-specific factors is driving the growth of the industry. One of the primary drivers is the increasing demand for scalable, cost-effective, and high-quality content across sectors such as marketing, media, e-commerce, and education. Businesses are under pressure to produce personalized and engaging content in real-time, and generative AI provides the tools to automate and accelerate this process without compromising creativity. The rise of the creator economy has also fueled demand from individual users, freelancers, and small businesses who now have access to tools that previously required expert skills or large teams. Enterprises are increasingly integrating generative AI into their content workflows to optimize costs and increase productivity, mainly in areas such as ad copy, email campaigns, product descriptions, and video scripts.

Global Generative AI In Content Creation Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2017 to 2030. For this study, Grand View Research has segmented the global generative AI in content creation market report based on component, application, industry, and region.

Component Outlook (Revenue, USD Million, 2017 - 2030)

Software

Services

Application Outlook (Revenue, USD Million, 2017 - 2030)

Text Generation

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Image Generation

Video Generation

Audio Generation

Others

Industry Outlook (Revenue, USD Million, 2017 - 2030)

Entertainment and Media

E-commerce

Healthcare

Marketing and Advertising

Others

Regional Outlook (Revenue, USD Million, 2017 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

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China

India

Japan

Australia

South Korea

Latin America

Brazil

MEA

UAE

South Africa

KSA

Companies Mentioned

Adobe
Autodesk Inc
Cohere
CopyAI, Inc
Google LLC
Jasper AI, INC
Microsoft
NVIDIA Corporation
OpenAI
SAMSUNG

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