

Synthetic Image Generation Market Size, Share & Trend Analysis Report By Technology (AI-based Image Generation, Hybrid Techniques), By Quality Level (Fully synthetic, Partially synthetic), By End Use, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The global synthetic image generation market size was estimated at USD 1,778.3 million in 2024 and is projected to reach USD 9,020.3 million by 2033, growing at a CAGR of 19.9% from 2025 to 2033. Significant advancement in deep learning, AI-based image generation, hybrid techniques and more especially models capable of mapping CGI & Procedural Techniques to images are driving the new frontier of synthetic image generation.

Furthermore, combining conditional generation with generative architectures enables more controllable outputs. With growing computing power, better architectures (GANs, diffusion models, transformers) and richer training datasets, the use of synthetic image generation is expanding rapidly. Major initiatives by major players have also significantly contributed to wards market growth, for instance, in March 2023, Adobe unveiled Firefly, a new generative AI suite aimed at creating synthetic images and custom font designs. The Firefly models let users generate high quality visuals and typography using simple prompts, tightly integrated into Adobe's creative tools. With a focus on safe content and commercial use licensing, Adobe positions Firefly as a nextgen tool for designers, marketers, and content creators.

The synthetic image generation market is poised for rapid growth, driven predominantly by advances in AI-based techniques such as GANs and diffusion models, which currently dominate the technology segment with over 50% revenue share. Hybrid approaches that combine classical CGI and AI methods are also gaining traction,

offering enhanced realism and control. Fully synthetic images, accounting for roughly 60% of the market, are increasingly preferred for their scalability and privacy benefits, particularly in industries with stringent data regulations. Partially synthetic solutions serve niche use cases where blending real and generated data is essential.

Vertically, marketing and advertising lead demand due to their heavy reliance on visual content creation, followed closely by entertainment, gaming, healthcare, and e-commerce sectors. These industries leverage synthetic images to reduce costs, accelerate time-to-market, and create personalized user experiences. With a projected CAGR of around 18% from 2025 to 2033, the market is expected to expand significantly as improved generative models, larger datasets, and integration into creative workflows drive adoption. The combination of technology maturity, diversified applications, and evolving user preferences underscores synthetic image generation's transformative impact across sectors.

Global Synthetic Image Generation Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global synthetic image generation market report based on technology, quality level, end use, and region.

Technology Outlook (Revenue, USD Million, 2021 - 2033)

CGI & Procedural Techniques

Simulation & Physics-based Rendering

AI-based Image Generation

Hybrid Techniques

Others

Quality Level Outlook (Revenue, USD Million, 2021 - 2033)

Fully synthetic

Partially synthetic

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Marketing & Advertising

Entertainment & Media

E-commerce & Retail

Gaming

Healthcare

Fashion & Design

Defense & Security

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

South Africa

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