

U.S. AI-Powered Content Creation Market Size, Share & Trends Analysis Report By Component, By Content Type (Text, Audio, Image), By Deployment, By Application (Marketing & Advertising, E-commerce), And Segment Forecasts, 2025 - 2033

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Abstracts

U.S. AI-Powered Content Creation Market Summary

The U.S. AI-powered content creation market size was estimated at USD 198.4 million in 2024 and is projected to reach USD 741.1 million by 2033, growing at a CAGR of 15.8% from 2025 to 2033. The growth is primarily driven by increasing adoption of AI tools across media, marketing, and publishing sectors to automate content generation.

The U.S. AI-powered content creation industry is experiencing significant growth due to the rising demand for automation in content production. Businesses are increasingly adopting AI tools to reduce time and costs associated with manual content creation, enabling faster go-to-market strategies. The expansion of digital marketing and social media platforms has further amplified the need for consistent, high-quality content. AI-powered solutions offer the ability to generate personalized content at scale, improving customer engagement and retention. Moreover, enterprises are leveraging AI to analyze audience behavior and optimize content strategies, resulting in higher ROI. The convergence of AI with cloud computing and SaaS platforms has made these tools more accessible to organizations of all sizes.

Technological advancements in natural language processing (NLP), machine learning, and generative AI are key drivers of market growth. Improved algorithms are enabling AI systems to produce more coherent, contextually relevant, and creative content. Integration with multimedia formats, such as video, audio, and interactive graphics, is

expanding the scope of AI-generated content beyond text. Businesses are increasingly experimenting with AI for creative purposes, including storytelling, scriptwriting, and design, which were traditionally human-dominated tasks. The rise of voice assistants and chatbots also contributes to demand for AI-generated conversational content. Continuous innovation by AI startups and established tech firms is accelerating adoption across industries.

The growing need for personalized marketing and customer-centric experiences is fueling market expansion. Companies are utilizing AI to tailor content to individual preferences, driving engagement across digital channels. The surge in e-commerce, online education, and virtual events has further increased reliance on AI-generated content. Regulatory support for digital innovation and increased investment in AI research are creating a conducive environment for market growth. Additionally, the trend toward remote work and digital collaboration is driving demand for AI tools that streamline content creation workflows and enhance productivity.

U.S. AI-Powered Content Creation Market Report Segmentation

This report forecasts revenue growth at the country level 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 U.S. AI-powered content creation market report based on content type, component, deployment, and application:

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

Software

Services

Content Type Outlook (Revenue, USD Million, 2021 - 2033)

Text

Image

Video

Audio

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

On-premises

Cloud

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

Entertainment and Media

E-commerce

Healthcare

Marketing and Advertising

Others

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Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
 - 1.3.1. Information Procurement
 - 1.3.2. Information or Data Analysis
 - 1.3.3. Market Formulation & Data Visualization
 - 1.3.4. Data Validation & Publishing
- 1.4. Research Scope and Assumptions
 - 1.4.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. U.S. AI-POWERED CONTENT CREATION MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Introduction/Lineage Outlook
- 3.2. Market Size and Growth Prospects (USD Million)
- 3.3. Industry Value Chain Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Drivers Analysis
 - 3.4.2. Market Restraints Analysis
 - 3.4.3. Industry Opportunities
 - 3.4.4. Industry Challenges
- 3.5. U.S. AI-Powered Content Creation Market Analysis Structured
 - 3.5.1. Porter's Analysis
 - 3.5.1.1. Bargaining power of the suppliers
 - 3.5.1.2. Bargaining power of the buyers
 - 3.5.1.3. Threats of substitution
 - 3.5.1.4. Threats from new entrants
 - 3.5.1.5. Competitive rivalry
 - 3.5.2. PESTEL Analysis

- 3.5.2.1. Political landscape
- 3.5.2.2. Economic and Social landscape
- 3.5.2.3. Technological landscape
- 3.5.2.4. Environmental landscape
- 3.5.2.5. Legal landscape

CHAPTER 4. U.S. AI-POWERED CONTENT CREATION MARKET: COMPONENT ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. U.S. AI-Powered Content Creation Market: Component Movement Analysis, 2024 & 2033 (USD Million)
- 4.3. Software
 - 4.3.1. Software Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 4.4. Services
 - 4.4.1. Services Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 5. U.S. AI-POWERED CONTENT CREATION MARKET: CONTENT TYPE ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. U.S. AI-Powered Content Creation Market: Content Type Movement Analysis, 2024 & 2033 (USD Million)
- 5.3. Text
 - 5.3.1. Text Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 5.4. Image
 - 5.4.1. Image Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 5.5. Video
 - 5.5.1. Video Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 5.6. Audio
 - 5.6.1. Audio Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 6. U.S. AI-POWERED CONTENT CREATION MARKET: DEPLOYMENT ESTIMATES & TREND ANALYSIS

- 6.1. Segment Dashboard
- 6.2. U.S. AI-Powered Content Creation Market: Deployment Movement Analysis, 2024 & 2033 (USD Million)
- 6.3. On-premises

6.3.1. On-premises Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

6.4. Cloud

6.4.1. Cloud Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 7. U.S. AI-POWERED CONTENT CREATION MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

7.1. Segment Dashboard

7.2. U.S. AI-Powered Content Creation Market: Application Movement Analysis, 2024 & 2033 (USD Million)

7.3. Entertainment and Media

7.3.1. Entertainment and Media Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

7.4. E-commerce

7.4.1. E-commerce Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

7.5. Healthcare

7.5.1. Healthcare Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

7.6. Marketing and Advertising

7.6.1. Marketing and Advertising Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

7.7. Others

7.7.1. Others Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Recent Developments & Impact Analysis by Key Market Participants

8.2. Company Categorization

8.3. Company Market Positioning

8.4. Company Market Share Analysis

8.5. Company Heat Map Analysis

8.6. Strategy Mapping

8.6.1. Expansion

8.6.2. Mergers & Acquisition

8.6.3. Partnerships & Collaborations

8.6.4. New Component Launches

8.6.5. Research and Development

8.7. Company Profiles

8.7.1. Copysmith

- 8.7.1.1. Participant's Overview
- 8.7.1.2. Financial Performance
- 8.7.1.3. Component Benchmarking
- 8.7.1.4. Recent Developments

8.7.2. CopyAI, Inc.

- 8.7.2.1. Participant's Overview
- 8.7.2.2. Financial Performance
- 8.7.2.3. Component Benchmarking
- 8.7.2.4. Recent Developments

8.7.3. Glimpse.ai

- 8.7.3.1. Participant's Overview
- 8.7.3.2. Financial Performance
- 8.7.3.3. Component Benchmarking
- 8.7.3.4. Recent Developments

8.7.4. Hour One

- 8.7.4.1. Participant's Overview
- 8.7.4.2. Financial Performance
- 8.7.4.3. Component Benchmarking
- 8.7.4.4. Recent Developments

8.7.5. Jasper AI, INC

- 8.7.5.1. Participant's Overview
- 8.7.5.2. Financial Performance
- 8.7.5.3. Component Benchmarking
- 8.7.5.4. Recent Developments

8.7.6. OpenAI

- 8.7.6.1. Participant's Overview
- 8.7.6.2. Financial Performance
- 8.7.6.3. Component Benchmarking
- 8.7.6.4. Recent Developments

8.7.7. Paramatrix

- 8.7.7.1. Participant's Overview
- 8.7.7.2. Financial Performance
- 8.7.7.3. Component Benchmarking
- 8.7.7.4. Recent Developments

8.7.8. Pepper Content Inc.

- 8.7.8.1. Participant's Overview
- 8.7.8.2. Financial Performance

- 8.7.8.3. Component Benchmarking
- 8.7.8.4. Recent Developments
- 8.7.9. Stability AI
 - 8.7.9.1. Participant's Overview
 - 8.7.9.2. Financial Performance
 - 8.7.9.3. Component Benchmarking
 - 8.7.9.4. Recent Developments
- 8.7.10. Synthesia Limited.
 - 8.7.10.1. Participant's Overview
 - 8.7.10.2. Financial Performance
 - 8.7.10.3. Component Benchmarking
 - 8.7.10.4. Recent Developments

List Of Tables

LIST OF TABLES

Table 1 U.S. AI-Powered Content Creation - Industry Snapshot & Key Buying Criteria, 2021 - 2033

Table 2 U.S. AI-Powered Content Creation Market, 2021 - 2033 (USD Million)

Table 3 U.S. AI-Powered Content Creation Market Estimates and Forecast by Component, 2021 - 2033 (USD Million)

Table 4 U.S. AI-Powered Content Creation Market Estimates and Forecast by Content Type, 2021 - 2033 (USD Million)

Table 5 U.S. AI-Powered Content Creation Market Estimates and Forecast by Deployment, 2021 - 2033 (USD Million)

Table 6 U.S. AI-Powered Content Creation Market Estimates and Forecast by Application, 2021 - 2033 (USD Million)

Table 7 U.S. AI-Powered Content Creation Market Estimates and Forecast by Software, 2021 - 2033 (USD Million)

Table 8 U.S. AI-Powered Content Creation Market Estimates and Forecast by Services, 2021 - 2033 (USD Million)

Table 9 U.S. AI-Powered Content Creation Market Estimates and Forecast, by Text, 2021 - 2033 (USD Million)

Table 10 U.S. AI-Powered Content Creation Market Estimates and Forecast by Image, 2021 - 2033 (USD Million)

Table 11 U.S. AI-Powered Content Creation Market Estimates and Forecast by Audio, 2021 - 2033 (USD Million)

Table 12 U.S. AI-Powered Content Creation Market Estimates and Forecast by Video, 2021 - 2033 (USD Million)

Table 13 U.S. AI-Powered Content Creation Market Estimates and Forecasts On-premises, 2021 - 2033 (USD Million)

Table 14 U.S. AI-Powered Content Creation Market Estimates and Forecasts by Cloud, 2021 - 2033 (USD Million)

Table 15 U.S. AI-Powered Content Creation Market Estimates and Forecast, by Entertainment and Media, 2021 - 2033 (USD Million)

Table 16 U.S. AI-Powered Content Creation Market Estimates and Forecast, by E-commerce, 2021 - 2033 (USD Million)

Table 17 U.S. AI-Powered Content Creation Market Estimates and Forecast, by Healthcare, 2021 - 2033 (USD Million)

Table 18 U.S. AI-Powered Content Creation Market Estimates and Forecast, by Marketing and Advertising, 2021 - 2033 (USD Million)

Table 19 U.S. AI-Powered Content Creation Market Estimates and Forecast, by Others, 2021 - 2033 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 US AI-Powered Content Creation Market Segmentation
- Fig. 2 Enterprise Size landscape
- Fig. 3 Information Procurement
- Fig. 4 Data Analysis Componentls
- Fig. 5 Market Formulation and Validation
- Fig. 6 Data Validating & Publishing
- Fig. 7 Market Snapshot
- Fig. 8 Segment Snapshot (1/2)
- Fig. 9 Segment Snapshot (2/2)
- Fig. 10 Competitive Landscape Snapshot
- Fig. 11 US AI-Powered Content Creation - Market Size and Growth Prospects (USD Million)
- Fig. 12 US AI-Powered Content Creation Market: Industry Value Chain Analysis
- Fig. 13 US AI-Powered Content Creation Market: Market Dynamics
- Fig. 14 US AI-Powered Content Creation Market: PORTER's Analysis
- Fig. 15 US AI-Powered Content Creation Market: PESTEL Analysis
- Fig. 16 US AI-Powered Content Creation Market Share by Component, 2024 & 2033 (USD Million)
- Fig. 17 US AI-Powered Content Creation Market, by Component: Market Share, 2024 & 2033
- Fig. 18 Software Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)
- Fig. 19 Services Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)
- Fig. 20 US AI-Powered Content Creation Market Share by Content Type, 2024 & 2033 (USD Million)
- Fig. 21 US AI-Powered Content Creation Market, by Content Type: Market Share, 2024 & 2033
- Fig. 22 Text Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)
- Fig. 23 Image Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)
- Fig. 24 Video Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)
- Fig. 25 Audio Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)
- Fig. 26 US AI-Powered Content Creation Market Share by Deployment, 2024 & 2033 (USD Million)
- Fig. 27 US AI-Powered Content Creation Market, by Deployment: Market Share, 2024 & 2033
- Fig. 28 On-premises Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD

Million)

Fig. 29 Cloud Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)

Fig. 30 US AI-Powered Content Creation Market Share by Application, 2024 & 2033 (USD Million)

Fig. 31 US AI-Powered Content Creation Market, by Application: Market Share, 2024 & 2033

Fig. 32 Entertainment and Media Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)

Fig. 33 E-commerce Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)

Fig. 34 Healthcare Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)

Fig. 35 Marketing and Advertising Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)

Fig. 36 Others Market Estimates & Forecasts, 2021 - 2033 (Revenue, USD Million)

Fig. 37 Key Company Categorization

Fig. 38 Company Market Positioning

Fig. 39 Key Company Market Share Analysis, 2024

Fig. 40 Strategic Framework

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