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Global AI Advertising Big Model Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI Advertising Big Model market size is predicted to grow from US$ 570 million in 2025 to US$ 1569 million in 2032; it is expected to grow at a CAGR of 15.9% from 2026 to 2032.

The AI ??advertising model is a large-scale model designed specifically for the advertising industry using artificial intelligence technology. It combines advanced technologies such as natural language processing, computer vision, and data analysis to optimize advertising delivery, content generation, and audience analysis, aiming to improve the accuracy and effectiveness of advertising.

United States market for AI Advertising Big Model is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AI Advertising Big Model is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for AI Advertising Big Model is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key AI Advertising Big Model players cover AppLovin, Jasper, WPP plc, Publicis Groupe, Omnicom, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?AI Advertising Big Model Industry Forecast? looks at past sales and reviews total world AI Advertising Big Model sales in 2025, providing a comprehensive analysis by region and market sector of projected AI

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Advertising Big Model sales for 2026 through 2032. With AI Advertising Big Model sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI Advertising Big Model industry.

This Insight Report provides a comprehensive analysis of the global AI Advertising Big Model landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI Advertising Big Model portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global AI Advertising Big Model market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Advertising Big Model and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI Advertising Big Model.

This report presents a comprehensive overview, market shares, and growth opportunities of AI Advertising Big Model market by product type, application, key players and key regions and countries.

Segmentation by Type:

Self Developed Large Model

Connect to the Big Model of Friendly Merchants

Segmentation by Application:

Creative Advertising Planning

Content Generation

Advertising Placement

Other

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia

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Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

AppLovin

Jasper

WPP plc

Publicis Groupe

Omnicom

IPG

Dentsu

Microsoft

Baidu

Byte Dance

Focus Media Information Technology

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Hylink Digital Solution

BlueFocus Intelligent Communications Group

Liou Group Digital Technology

Guangdong Advertising Group

INMYSHOW DIGITAL TECHNOLOGY (GROUP)

Guangdong Insight Brand Marketing Group

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