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

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Abstracts

The global AI Advertising market size is predicted to grow from US$ 1358 million in 2025 to US$ 14600 million in 2032; it is expected to grow at a CAGR of 41.2% from 2026 to 2032.

AI Advertising refers to the use of artificial intelligence technologies to optimize and enhance digital advertising campaigns. By leveraging machine learning, predictive analytics, and automation, AI-driven advertising can target the right audiences with personalized ads, predict customer behaviors, optimize ad placements in real time, and improve overall ad performance. It enables advertisers to make data-driven decisions, automate repetitive tasks, and significantly increase the efficiency and effectiveness of their advertising efforts.

United States market for AI Advertising 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 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 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 players cover AiAdvertising, Inc., Amazon-DSP, Meta, ClickUp, Farfetch, 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 Industry Forecast?

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looks at past sales and reviews total world AI Advertising sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Advertising sales for 2026 through 2032. With AI Advertising sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI Advertising industry.

This Insight Report provides a comprehensive analysis of the global AI Advertising 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 portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global AI Advertising market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Advertising 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.

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

Segmentation by Type:

Programmatic Advertising

Predictive Analytics

Content Creation

Customer Personalization

Others

Segmentation by Application:

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- Search Advertising
- Social Media Advertising
- Display Advertising
- Video Advertising
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe

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- Germany
- France
- UK
- Italy
- Russia

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.

- AiAdvertising, Inc.
- Amazon-DSP
- Meta
- ClickUp
- Farfetch
- Persado

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Netflix

360

Creatify

Google Ads

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