

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

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Abstracts

The global AI Content Design market size is predicted to grow from US\$ 9355 million in 2025 to US\$ 20805 million in 2032; it is expected to grow at a CAGR of 12.4% from 2026 to 2032.

AI Content Design refers to the use of artificial intelligence technologies to assist in?or autonomously execute?the entire lifecycle of content planning, generation, optimization, and distribution. This encompasses a wide range of forms, including text, images, video, audio, interactive interfaces, and cross-media storytelling. Its core objectives are to enhance content creation efficiency, enrich personalized experiences, ensure brand consistency, and facilitate data-driven creative iteration.

The rapid advancement of AI content design stems from the urgent need of enterprises?facing increasingly fierce digital competition?to efficiently and cost-effectively produce vast quantities of high-quality, multi-format content to satisfy the demands of multi-channel marketing and personalized user experiences. The maturation of generative AI technologies has significantly enhanced the automated generation capabilities for content such as text, images, and video, enabling even non-specialists to rapidly produce materials that align with their brand's tone and identity. Concurrently, rising consumer expectations for customized and real-time interactive content have driven organizations to deeply integrate AI into their creative workflows. Furthermore, the widespread adoption of data-driven decision-making, the maturation of the AIGC tool ecosystem, and enterprises' sustained focus on operational efficiency and cost control have further accelerated the practical application of AI across the entire content lifecycle.

LPI (LP Information)' newest research report, the ?AI Content Design Industry

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

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

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

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

Segmentation by Type:

Static Design

Dynamic Design

Segmentation by Content:

Text Generation

Image Generation

Video Generation

Segmentation by Application Scenarios:

Digital Marketing

E-commerce Operations

Brand Communications

Others

Segmentation by Application:

Personal

Commercial

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

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.

Adobe

Canva

Microsoft

OpenAI

Figma

ByteDance

Google

Meta

Shutterstock

Meitu

Midjourney

Wondershare

Synthesia

Picsart

Runway

HeyGen

InVideo

Gaoding Design

Tencent Ardot

MasterGo

Pixso

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