

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

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Abstracts

The global AI Creative Design market size is predicted to grow from US\$ 5442 million in 2025 to US\$ 12102 million in 2032; it is expected to grow at a CAGR of 12.4% from 2026 to 2032.

AI creative design refers to the use of artificial intelligence technologies?specifically capabilities such as generative models, computer vision, natural language processing, and multimodal learning?to assist in or autonomously execute the conceptualization, generation, and optimization of visual, interactive, product, branding, and multimedia content.

The growth of the AI ??creative design market is primarily driven by the maturation of generative AI technologies, rising corporate demand for digital marketing, increased content production efficiency, and a growing need for the scalable management of creative assets. With continuous advancements in large language models, text-to-image and text-to-video generation, multimodal capabilities, and intelligent layout technologies, AI creative design tools enable enterprises and individuals to rapidly produce content?such as advertising assets, brand visuals, social media posts, e-commerce imagery, short videos, presentations, and marketing copy?thereby significantly lowering design barriers and reducing labor costs. Meanwhile, the escalating demand for multi-version, personalized, and rapidly iterative content across e-commerce, short video, social media, and cross-border marketing sectors is propelling AI creative design to evolve from a mere auxiliary tool into an integral part of enterprise content production workflows and brand asset management platforms. Looking ahead, as enterprises increasingly prioritize cost reduction, efficiency gains, precision marketing, creative automation, and multimodal content production, the AI ??creative design market is poised for sustained, rapid growth.

LPI (LP Information)' newest research report, the 'AI Creative Design Industry Forecast' looks at past sales and reviews total world AI Creative Design sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Creative Design sales for 2026 through 2032. With AI Creative Design sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world AI Creative Design industry.

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of AI Creative 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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