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

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Abstracts

The global AI-generated Video market size is predicted to grow from US$ 685 million in 2025 to US$ 3032 million in 2032; it is expected to grow at a CAGR of 20.7% from 2026 to 2032.

AI-generated video refers to video content that is created or synthesized using artificial intelligence models, typically from inputs such as text descriptions, images, audio, or existing video footage. These systems use deep learning techniques, including diffusion models, transformers, and generative adversarial networks, to produce visually coherent and temporally consistent video sequences. AI-generated videos can simulate realistic scenes, animate characters, or create entirely synthetic environments without traditional filming processes. They are widely used in content creation, entertainment, advertising, education, and virtual production, significantly reducing the time and cost required for video production.

The AI-generated video market is experiencing rapid expansion driven by advances in generative AI models, increasing demand for short-form digital content, and the growth of social media platforms. Businesses across advertising, entertainment, and education are adopting AI video tools to scale content production and reduce production costs. Particularly, text-to-video and image-to-video technologies are enabling creators to produce high-quality videos with minimal technical expertise. However, challenges such as content authenticity, copyright concerns, computational cost, and regulatory uncertainty still limit full-scale adoption. Despite these constraints, the market is expected to grow significantly as model quality improves and integration with creative workflows becomes more seamless.

United States market for AI-generated Video is estimated to increase from US$ million

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in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AI-generated Video 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-generated Video 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-generated Video players cover Hongguo, Hippo Theater, Fanhua Short Drama, Xifanfan, Xingya, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

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

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

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

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Market Segmentation

Segmentation by Type:

Text-to-Video

Image-to-Video

Video-to-Video

Segmentation by Centric:

Human-centric

Scene-centric

Others

Segmentation by Application:

Social Media Content

Marketing & Advertising

Film & Entertainment

Education & Training

Other

This report also splits the market by region:

Americas

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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

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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.

Hongguo

Hippo Theater

Fanhua Short Drama

Xifanfan

Xingya

PineDrama

Melolo

DramaBox

ReelShort

DramaWave – Dramas & Reels

NetShort

FlickReels

MoboReels

PocketFilms

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Shortmax

SaltyTV

GoodShort

FlareFlow

MiniShort

Kutingg

Viu

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