

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

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Abstracts

The global AI Site Planner market size is predicted to grow from US\$ 2944 million in 2025 to US\$ 7144 million in 2032; it is expected to grow at a CAGR of 13.8% from 2026 to 2032.

AI Site Planner are software tools that use artificial intelligence technology to assist in website planning and architecture design. They can quickly generate website blueprints through natural language interaction, including site maps, page structures, content planning, and functional suggestions, greatly simplifying the traditional website planning process.

Gross Profit Margin Level

AI website planning tools generally rank among the highest in the SaaS industry in terms of gross profit margin. Typical leading vendors (such as integrated website building platforms and CMS subscription service providers) typically have a gross profit margin between 70% and 85%, while smaller pure software tools can even reach around 90%. The core reason for this lies in the highly standardized product form and extremely low marginal cost: once the AI website planning capability completes model integration and function development, subsequent user acquisition primarily consumes cloud computing power and bandwidth, without requiring extensive manual delivery and customized development. Simultaneously, a rich value-added ecosystem is formed, including domain names, hosting, template marketplaces, paid components, and SEO services, allowing platforms to add multiple high-margin value-added revenue streams on top of the high-margin basic subscription fee, further boosting overall profitability. In terms of competition, although low-priced or even free tools are constantly emerging, putting some pressure on entry-level package prices, mid-to-high-

end users have higher requirements for stability, brand, ecosystem, and data security, giving mature platforms strong bargaining power and healthy gross profit margins.

Industry Drivers

From an industry perspective, the growth momentum of AI website planning tools can be summarized by two main lines: "rigid demand" and "technological leaps in supply." On the one hand, the demand for digital customer acquisition among global SMEs, individual entrepreneurs, e-commerce sellers, and content creators is constantly rising. Having an official website/landing page is shifting from a "bonus" to a "basic requirement." However, the high barriers to entry in traditional website building—in terms of manpower, time, and expertise—suppress a large amount of long-tail demand. AI tools, by automatically generating site structures, copy, and pages, significantly lower the barrier to entry, releasing this potential demand. On the other hand, the maturity of large-scale models, AIGC, and no-code platforms has made the process of "from a single business description to complete site planning" technically feasible. SaaS vendors, cloud service providers, and hosting providers are all using AI website building/planning as a customer acquisition entry point and a differentiating selling point, continuously expanding market boundaries through bundled packages, white-label output, and ecosystem cooperation. Policy support for SME digitalization, the wave of e-commerce going global, the demand for multilingual websites, and the trend of marketing automation are also continuously providing long-term and stable growth support for AI website planning tools.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global AI Site Planner 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 Site Planner portfolios and capabilities, market entry strategies, market positions, and geographic

footprints, to better understand these firms' unique position in an accelerating global AI Site Planner market.

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

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

Market Segmentation

Segmentation by Type:

Pure AI-generated

AI-assisted Design

Segmentation by Core Functions:

Design Generation Tools

Content Creation Engine

Others

Segmentation by Pricing Type:

Free

Subscription-based Payment

Segmentation by Application:

E-Commerce Retail

Content Creation and Media

Others

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.

Wix

Squarespace

GoDaddy

Google

Weebly

Hostinger

10Web

Shopify

Webflow

Framer

Durable

Zyro

Duda

Jimdo

Brizy

Divi

Uizard

Bookmark

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