

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

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Abstracts

The global AI Video Generation Platform market size is predicted to grow from US\$ 606 million in 2025 to US\$ 2376 million in 2032; it is expected to grow at a CAGR of 21.6% from 2026 to 2032.

An AI Video Generation Platform is a software platform that uses artificial intelligence to create, edit, or enhance video content from inputs such as text prompts, images, audio, scripts, templates, motion instructions, or existing footage. Its core value is to reduce manual filming and editing work by automating tasks like scene generation, avatar presentation, voiceover synthesis, animation, lip-sync, subtitle creation, style transfer, and post-production.

The AI video generation platform market has reached an inflection point in 2026, transitioning from experimental technology to industrial-scale application. The market is characterized by rapid technological maturation, intensifying competition among tech giants and startups, and a fundamental shift from capability demonstration to practical commercial application.

Video accounts for over 65% of global mobile internet traffic, creating unprecedented demand for scalable video production solutions. Social media platforms, particularly TikTok, Instagram Reels, and YouTube Shorts, have fundamentally altered content consumption patterns, requiring high-volume, rapid-turnaround video production that traditional methods cannot satisfy.

The creator economy has grown to encompass millions of content producers globally. In 2023 alone, 266 million new social media users joined worldwide?equivalent to 8.4 new users per second. These creators demand accessible, affordable tools that

democratize video production, removing traditional technical barriers.

Enterprises are increasingly adopting AI video tools for marketing campaigns, corporate training, and personalized customer communications. The enterprise segment is projected to grow at a significant CAGR, driven by:

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Foundation models have advanced dramatically. OpenAI's Sora 2, Google's Veo 3.1, ByteDance's Seedance 2.0, and MiniMax's Hailuo 2.3 now deliver:

- Native resolutions up to 2K

- Single-generation durations up to 25 seconds

- Synchronized audio output (music, dialogue, environmental sound)

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

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

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

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

Segmentation by Type:

Auto-Editing

Text-to-Video

Segmentation by Deployment Mode:

Cloud-Based

On-Premise

Segmentation by Output Quality:

HD (1080p)

4K

Segmentation by Application:

Personal

Enterprise

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.

Synthesia

Elai.io

Synthesys

Rephrase.ai

Designs.ai

Lumen5

Raw Shorts

Hour One

InVideo

Pictory

Wisecut

Vidyard

Vedia

Kapwing

Colossyan

muse.ai

LucidVideo

Playable

Persado

VEED

Wibbitz

Kamua

aivo.ai

Deep Word

Vision Genius

Peppertype.ai

Gliacloud

aistudios

Nova AI

Typito

Wave.video

Artlist

HeyGen

VidMuse AI

Envato

Creatify Lab

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