

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

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Abstracts

The global AI Video Generator (AIGC) market size is predicted to grow from US\$ 1313 million in 2025 to US\$ 21369 million in 2032; it is expected to grow at a CAGR of 44.1% from 2026 to 2032.

AI Video Generator is professional software tools that utilize artificial intelligence algorithms and multimodal generation technology to automatically create or assist in editing video content. These tools provide intelligent support, covering video editing, special effects generation, script-to-video conversion, style transfer, and multitrack editing, achieving highly efficient automated production from raw materials to final output. AIGC's application in video generation is rapidly developing, with its key advantages lying in text-to-video, image-to-video, and video continuation. These capabilities enable natural language-driven scene creation, dynamic animation from static images, and seamless expansion of existing clips. AIGC, combined with intelligent editing tools, lowers the production threshold and simplifies the entire workflow from content generation to final output. The core value of AIGC video creation software lies in significantly enhancing creators' production capabilities, lowering the barrier to content creation, and expanding the expressive and innovative potential of video content.

Market Drivers:

1. Growing Market Demand

Explosive Growth in Content Creation Demand: The demand for video content from industries such as short videos, live streaming, advertising, and film and television continues to grow. Traditional creation methods struggle to meet the high-frequency, diverse production demands. AIGC platforms can quickly generate high-quality videos,

lowering the barrier to entry and improving production efficiency.

Personalized and Customized Demand: Users increasingly demand personalized video content. AIGC can generate customized videos based on user-input text, images, and other information, meeting the needs of different scenarios and audiences.

2. Cost Advantages

Reduced Creation Costs: Compared to traditional video production, AIGC platforms reduce costs associated with manpower, equipment, and facilities. For example, AI-generated virtual scenes and characters can replace real-world shooting, shortening production cycles and reducing costs.

Large-Scale Production: AIGC platforms support batch video generation, suitable for large-scale content production, such as e-commerce product displays and social media marketing, further reducing unit costs.

3. Expanding Application Scenarios

Entertainment and Social Interaction: Applications such as virtual idols, AI-generated short videos, and interactive videos enrich entertainment and social experiences, attracting a large number of users.

Education and Training: AIGC can generate vivid instructional videos, simulated scenarios, etc., enhancing educational effectiveness and learning experience.

Business Marketing: Brands can use AIGC to generate personalized advertisements, product demonstration videos, etc., improving marketing effectiveness and user conversion rates.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Video Generator (AIGC) 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 Generator (AIGC).

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

Segmentation by Type:

I2V (Image-to-Video)

T2V (Text-to-Video)

V2V (Video-to-Video)

Avatar / Talking Head

Other

Segmentation by Industry:

Advertising Media

E-Commerce

Culture and Entertainment

BFSI

Other

Segmentation by Marketing Method:

Direct Sales

Distribution

Segmentation by Application:

ToC

ToB

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.

OpenAI (Sora)

Midjourney

Runway

Oika

Loom

Pika

Stability AI

Luma

Haiper

Heygen

MoonValley

Tiktok

Kuaishou (Kling AI)

LiblibAI

MiniMax (Hailuo AI)

Youyan AI

Baidu

Alibaba

BDB Digital

YizhenTV

JingDong

PixVerse

Wondershare

Meitu

Vidu AI

iFlytech

KreadoAI

Virdyn

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