

# Global AIGC Ad Creative Tool Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global AIGC Ad Creative Tool market size is predicted to grow from US\$ 2446 million in 2025 to US\$ 7856 million in 2032; it is expected to grow at a CAGR of 18.7% from 2026 to 2032.

AIGC Ad Creative Tools are a class of artificial intelligence-based tools specifically designed to automatically generate ad content, including but not limited to text, images, videos, and interactive ads. These tools utilize technologies such as Natural Language Processing (NLP), Computer Vision (CV), Generative Adversarial Networks (GANs), and Deep Learning to generate personalized content tailored to advertising needs based on input parameters including brand requirements, advertising objectives, and audience analysis. AIGC Ad Creative Tools help advertisers, marketers, and creative teams significantly improve ad creation efficiency and achieve precise ad targeting through data-driven creation, aiming for higher advertising effectiveness. The core advantages of these tools lie in saving creation time, reducing costs, increasing creative flexibility and accuracy, and customizing ad content for different audience groups. The global gross margin for AIGC Ad Creative Tools is projected to be approximately 35%-50% in 2025.

Digital advertising creatives are updated extremely frequently, especially on social media channels (TikTok, Instagram, YouTube, Douyin, etc.). Advertisers desire personalized, large-scale, and multi-version content. Manual creative work is costly, time-consuming, and difficult to predict in terms of results, creating a pressing need for automated solutions. Mature large-scale models and visual generation models (such as GPT, Stable Diffusion, DALL-E, Sora, etc.) can generate highly relevant advertising creatives, reducing manual design costs and allowing for real-time data integration to better align creatives with audience behavior. AIGC tools can increase creative output

and reach to a wider user base, and, in conjunction with ad optimization (testing and tuning), improve conversion rates while saving costs.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AIGC Ad Creative Tool 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 AIGC Ad Creative Tool.

This report presents a comprehensive overview, market shares, and growth opportunities of AIGC Ad Creative Tool market by product type, application, key players and key regions and countries.

Segmentation by Type:

Content Video

Static Ads

Segmentation by Function:

Generative Tools

One-Stop Platform

Segmentation by Downstream:

Local Lifestyle

New Consumption

Beauty

Automotive

Other

Segmentation by Application:

Large Enterprises

SMEs

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.

Celtra

Thundercontent

Amazon Ad Server

Adobe

Criteo

Adacado

Bannerflow

Google

AdRoll

Smartly.io

Innovid

Hunch

Madgicx

Canva

AdCreative.ai

Persado

Zeely AI

Superside

Pencil

ByteDance(Ocean Engine)

Tencent

Hangzhou Ali Technology Co.,Ltd.

Baidu Advertising

Kuaishou Technology (Kwali)

Bili-Bili's space

Mobvista Inc.

Bluefocus Intelligent Communications Group Co.,Ltd.

JD Cloud

RedNote

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