

AI Image Generator Market by Technology (Convolutional Neural Networks, Autoregressive Models, Diffusion Models; Image Generation, Image Captioning, Image Manipulation, Video Generation, Video Synthesis, Video Editing) - Global Forecast to 2030

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Abstracts

The global AI image generator market is valued at USD 8.7 billion in 2024 and is estimated to reach USD 60.8 billion in 2030, registering a CAGR of 38.2% during the forecast period. By utilizing deep learning algorithms, AI image generators create new content from preexisting data. In terms of image models such as diffusion models and GANs (Generative Adversarial Networks) allow the creation of photorealistic imagery design and art from textual descriptions or other images. By predicting images or producing lifelike animations generative AI in video can produce entire scenes or modify already-existing footage. These models use extensive dataset analysis to spot trends and subtleties which they then use to create original content. Digital content production and consumption are being revolutionized by applications that span from virtual reality and simulation to entertainment and advertising. Its quick development can be ascribed to important developments in AI algorithms and processing power which make it possible to produce high-quality content quickly and effectively.

“By offering, the software segment is projected to hold the largest market share during the forecast period.”

The software segment is anticipated to lead the AI image generator market due to its advanced AI tools that enable the creation of high-quality visual content across various industries. The rise is caused by the growing need for advanced AI tools that allow for the production of top-notch visual content in sectors such as advertising, entertainment, and design. Software options in this category provide robust features like image

recognition, content creation, and editing tools that simplify creative workflows. Furthermore, improvements in machine learning and deep learning algorithms boost the performance and impact of these tools, making them crucial for businesses looking to utilize AI-powered visual content.

“By video segment, video generation application is registered to grow at the highest CAGR during the forecast period.”

The rapid growth of video generation applications in the AI image generator market is driven by the need for dynamic and engaging content across various industries.

Industries such as media, entertainment, and advertising are taking advantage of AI's ability to create high-quality images, reducing the need for traditional processing.

Furthermore, progress in generative AI has sped up the expansion of the market by enhancing the quality and efficiency of video creation, making it suitable for various uses, ranging from advertising campaigns to virtual reality adventures.

“By vertical, the media and entertainment sector are projected to hold the largest market share during the forecast period.”

The media and entertainment industry is projected to hold largest market share in AI image generator market due to its intrinsic demand for creative content creation and the ability of generative AI to create high-quality images and videos at a fraction of time and cost. Media companies can produce personalized and dynamic content that engages audiences more effectively. With this technology the business in media and entertainment sector can explore new creative avenues and remain competitive in a market where visual storytelling and audience engagement are critical elements. The sectors need for continuous innovation and its capacity to swiftly prototype and refine visual concepts using Generative AI tools further solidify its leadership in embracing and applying generative AI technologies.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the AI image generator market.

By Company: Tier I: 35%, Tier II: 45%, and Tier III: 20%

By Designation: C-Level Executives: 35%, Directors: 25%, and Others: 40%

By Region: North America – 30%, Europe – 20%, Asia Pacific – 40%, Middle East & Africa - 5%, and Latin America - 5%

Major vendors offering AI image generator solution and services across the globe are

Google (US), Microsoft (US), AWS (US), Adobe (US), Nvidia (US), OpenAI (US), Meta (US), Anthropic (US), Databricks (US), Synthesia (UK), Runway AI (US), Jasper (US), Krea AI (US), Simplified (US), Lumen5 (US), Lightricks (Israel), Hypotenuse AI (US), Writesonic (US), Colossyan (UK), D-ID (Israel), Midjourney (US), Descript (US), Animaker (US), DeepBrain (US), Caspa AI (UK), Facet AI (US), Fliki (US), Elai (US), Speechify (US), Inworld AI (US), Invideo (US), HeyGen (US), Tavus (US), Lovo AI (US).

Research Coverage

The market study covers AI image and video generator across segments. It aims to estimate the market size and the growth potential across different segments, such as offering, model type, application, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall market for AI image and video generator and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the market's pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Rising demand for generative AI in visual arts and production, Growing demand to enhance immersive experiences by creating realistic virtual environments), restraints (Growing concern with content authenticity, Navigating bias and accuracy challenges), opportunities (Growing potential of generative AI for designing and prototyping, Rising integration of generative AI and computer vision for advanced image manipulation), and challenges (Navigating the ethical challenges of deepfake in generative AI, Issues related with high dimensionality of images impedes the market growth)

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new solutions & service launches in the AI image generator market.

Market Development: Comprehensive information about lucrative markets – the report analyses the AI image generator market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in AI image generator market strategies; the report also helps stakeholders understand the pulse of the AI image generator market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Google (US), Microsoft (US), OpenAI (US), and AWS (US) among others, in the AI image generator market.

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