

# North America Deepfake AI Detection Market Size and Forecast (2021 - 2031) Regional Share

<https://marketpublishers.com/r/N89DA391065DEN.html>

Date: March 2026

Pages: 168

Price: US\$ 3,450.00 (Single User License)

ID: N89DA391065DEN

## Abstracts

The North American deepfake AI detection market is poised for significant growth, projected to reach approximately \$1,448.71 million by 2031, up from \$76.04 million in 2023. This remarkable increase reflects a compound annual growth rate (CAGR) of 44.5% from 2023 to 2031, indicating a robust demand for solutions that can combat the rising threat of deepfake technology.

### Executive Summary and Market Analysis

The advanced technological infrastructure in developed nations like the United States and Canada provides a fertile ground for manufacturing firms to push the boundaries of science and commerce. North America is home to several leading companies in the deepfake AI detection space, including IBM Corporation, Oracle, BMC Software, ServiceNow, and Broadcom. The region has seen a substantial uptake of cutting-edge technologies such as machine learning, artificial intelligence, robotics, automation, digitalization, and blockchain from 2021 to 2023 across various sectors. This surge in digitalization has made AI an integral part of business operations, enhancing efficiency and productivity. However, it has also led to a rise in identity fraud and deepfake attacks, with alarming statistics emerging from 2021 to 2023. For instance, data from Sum and Substance Ltd indicates that Canada experienced a staggering 3,000% increase in deepfake attacks, followed by Mexico at 700% and the US at 477% from 2022 to 2023. This escalating trend underscores the urgent need for effective deepfake detection solutions in the region.

### Strategic Insights

The North American deepfake AI detection market can be segmented based on various criteria, including components, deployment methods, enterprise size, and industry verticals.

Component Segmentation: The market is divided into software and services,

with the software segment commanding a larger share in 2023.

**Deployment Methods:** The market is further categorized into cloud-based and on-premises solutions, with cloud deployment leading in market share.

**Enterprise Size:** The segmentation by enterprise size shows that large enterprises dominate the market, reflecting their greater resources and need for advanced security measures.

**Industry Verticals:** The market is also segmented by industry, with media and entertainment holding the largest share in 2023, highlighting the sector's vulnerability to deepfake technology.

## Market Outlook

Deepfake AI technology can be utilized for both beneficial and malicious purposes. Unfortunately, its misuse by fraudsters has led to serious issues such as election interference, blackmail, harassment, misinformation, and financial scams. The global rise in deepfake-related fraud is alarming, with identity fraud rates increasing from 1.1% in 2021 to 2.0% in 2023, according to the identity fraud report by Sum and Substance Ltd. Onfido's report also highlights a staggering 31-fold increase in deepfake fraud from 2022 to 2023.

North America has recorded the highest incidence of deepfake attacks across all sectors, with a 1,740% increase from 2022 to 2023. The most affected industries include social media, professional services, healthcare, digital transportation, and video gaming. The prevalence of video deepfakes has surged, with a 20% increase in reported incidents from 2022 to 2024, as noted in Regula's survey data. Approximately 29% of fraud decision-makers across various countries reported encountering video deepfake fraud in 2022.

The implications of deepfakes are profound, affecting individuals and businesses alike. Victims face financial losses, reputational damage, legal challenges, and even mental health issues. Reports indicate that losses from deepfake scams can range from \$250 to over \$500,000, emphasizing the critical need for effective detection solutions. The rapid evolution of deepfake technology into a tool for fraudsters necessitates enhanced security measures to mitigate the risks associated with these attacks.

## Country Insights

The North American deepfake AI detection market encompasses the United States, Canada, and Mexico, with the US holding the largest market share in 2023. The increasing digitalization across various sectors, coupled with significant government

spending on technology, is expected to drive the adoption of deepfake detection solutions in the US. Industries are increasingly leveraging deepfake technology for marketing and advertising, which, while beneficial, also opens avenues for misuse by malicious actors.

Government initiatives aimed at creating new regulations to combat deepfake content and protect democratic processes are anticipated to further stimulate market growth. Additionally, advancements in deepfake detection and authentication technologies are crucial for ensuring public trust and transparency. The US has seen a rise in identity fraud rates from 1.04% in 2021 to 1.68% in 2023, with deepfake attacks increasing by 477% from 2022 to 2023, highlighting the urgent need for effective detection solutions.

#### Company Profiles

Key players in the deepfake AI detection market include Sightengine, Clarity, FaceOnLive, Buster.Ai, SpoofSense, and many others. These companies are actively pursuing strategies such as product innovation, market expansion, and mergers and acquisitions to enhance their offerings and capture a larger market share.

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