

Projected Surge: TNR's Exclusive Report Foresees Robust Growth in Global AI Video Generator Market

Global AI Video Generator Market to Reach Valuation of US\$ ~10.3 Bn by 2031; Growing at a CAGR of 30.2% from 2023 to 2031

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/EINPresswire.com/ -- AI video

generator market has witnessed exponential growth over recent years, revolutionizing content creation,

marketing, and entertainment industries. This report aims to provide a comprehensive analysis of the current landscape, trends, challenges, and future prospects of the AI video generator market.



Market Overview: Global AI Video Generator Market

According to TNR, The Niche Research, the global AI video generator market reached a value of USD 2.8 Bn in 2022 and is projected to grow at a CAGR of 30.4% during the forecast period (2023-2031). This growth is attributed to the escalating demand for personalized and engaging video content across digital platforms. AI-powered video generators utilize machine learning algorithms, computer vision, and natural language processing to automate video creation processes, reducing production time and costs significantly.

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Key Application Areas: Global AI Video Generator Market

Marketing and Advertising: AI video generators are extensively employed in creating personalized marketing campaigns, targeted advertisements, and interactive promotional videos. For instance, platforms like Wibbitz and Promo.com offer AI-driven tools for businesses to generate professional-grade marketing videos quickly.

Entertainment and Media: Film studios, content creators, and streaming services leverage AI video generators for tasks like scene generation, visual effects enhancement, and even deepfake technology, as seen in applications like DeepArt and Deepfakes Web Beta.

Education and Training: AI video generators are increasingly used in these settings to develop interactive learning materials, tutorial videos, and simulations, enhancing engagement and knowledge retention among students/professionals.

Sales: AI video generator market has revolutionized sales by allowing personalized ad campaigns; for instance, utilizing customer data to create targeted advertisements on platforms like Facebook and Instagram. Companies are experiencing a 40% increase in conversion rates by integrating AI-generated personalized product videos into their sales emails, providing customers with visually compelling and tailored information about their offerings.

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Asia-Pacific region stands poised for substantial growth in the AI video generator market during the forecast period, driven by burgeoning digitalization efforts and a tech-savvy population.

Countries in the Asia-Pacific region have accelerated their digital transformation initiatives across various sectors. Government bodies and businesses are investing significantly in digital infrastructure and technologies, paving the way for widespread adoption of AI-powered solutions.

China's strategic initiatives, such as the "Made in China 2025" plan and the development of smart cities, emphasize digital innovation. Companies like Tencent and Alibaba have been at the forefront, investing in AI technologies and integrating them into various sectors, including video content creation and distribution.

India's Digital Revolution: India's tech-savvy population has contributed to the rapid growth of digital platforms. Companies like Bytedance (creator of TikTok) leveraged India's vast user base to popularize short-form video content, driving demand for AI-powered video creation tools.

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Emerging startups like Wondershare in South Korea and Cre8tor in Singapore have introduced AI-driven video editing tools, targeting individual creators and businesses. These tools focus on user-friendly interfaces and localized content, catering to diverse market segments.

The Asia-Pacific region's trajectory towards substantial growth in the AI video generator market is underpinned by a convergence of digitalization efforts, a tech-engaged population, innovative initiatives by companies, and the integration of AI technologies across diverse sectors. As these trends continue to unfold, the region is poised to play a pivotal role in shaping the future of AI-

driven video content creation on a global scale.

Thus, the future of AI video generator market appears promising, with continuous technological innovations and increasing integration across various industries. The report emphasizes the potential for further market expansion driven by the adoption of AI-generated videos in virtual reality (VR), augmented reality (AR), and immersive multimedia experiences.

Key Players: Global AI Video Generator Market

- o Colossyan
- o Deepbrain AI (Google)
- o D-ID
- o Elai
- o Fliki
- o HeyGen
- o Hour One
- o InVideo
- o Lumen5
- o Pictory
- o Runway
- o Synthesia Limited
- o Other Industry Participants

Global AI Video Generator Market

By Application

- o Education & Training
- o Marketing and Advertising
- o Entertainment
- o Sales
- o Others

By Pricing

- o Monthly
- o Yearly

By Organization Size

- o Small & Medium Sized Businesses
- o Large Businesses

By Region

- o North America (U.S., Canada, Mexico, Rest of North America)
- o Europe (France, The UK, Spain, Germany, Italy, Nordic Countries (Denmark, Finland, Iceland, Sweden, Norway), Benelux Union (Belgium, The Netherlands, Luxembourg), Rest of Europe)
- o Asia Pacific (China, Japan, India, New Zealand, Australia, South Korea, Southeast Asia (Indonesia, Thailand, Malaysia, Singapore, Rest of Southeast Asia), Rest of Asia Pacific)
- o Middle East & Africa (Saudi Arabia, UAE, Egypt, Kuwait, South Africa, Rest of Middle East & Africa)
- o Latin America (Brazil, Argentina, Rest of Latin America)

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