

Despite AI, Professional Headshot Photography Thrives in 2024

The demand for professional headshot photography was strong 2024, and is expected to grow over the next five years despite the surge of AI headshot platforms

NEWPORT, RI, UNITED STATES,
December 31, 2024 /

EINPresswire.com/ -- Despite the growing presence of AI-generated image tools, the demand for [professional headshot photography](#) is growing.



Professional Headshot Photographers Experience Growth Despite AI

AI-generated headshot platforms such as HeadshotPro have generated over 12 million AI headshots for more than 80,000 customers, reflecting a substantial rise in adoption over the past several years.

“

Photography is evolving with the times. We're not just taking pictures; we're creating narratives. That's something AI can't replace”

*Olga Enger, Owner of Studio
Newport*

Despite this, data from a recent market report predict that the global professional headshot photography services market is expected to grow from \$2.5 billion in 2023 to \$3.8 billion by 2032, representing a 4.6% annual growth rate.

In recent years, many industries, from corporate professionals to creatives, have relied on high-quality headshots to build their personal brands and enhance their digital presence. However, a shift toward a broader

concept—personal branding—has taken center stage.

Personalized headshot sessions are no longer simply about presenting a polished image for a LinkedIn profile or a corporate website. Instead, these sessions are increasingly about conveying personality, creating a connection, and offering engaging content for social media.

“There has been a lot of concern that AI would replace the need for headshot photographers, but the reality has been quite the opposite,” said Olga Enger, owner of [Studio Newport](#), located in Newport, Rhode Island. “In 2024, we booked about 15 percent more headshot clients than the previous year, setting a new record for our studio. There's a growing trend towards personal branding. It's no longer just about a single headshot.”

Personal branding sessions go beyond capturing a client's face; they aim to showcase their personality, environment, and story.

Enger explains that these sessions often include props and settings that reflect a client's work or hobbies. For example, a chef might be photographed in their kitchen, surrounded by ingredients, while an artist may pose in their studio.

Both individuals and businesses lean towards personal branding sessions, because it can be used on both websites, marketing materials and it drives engagement on social media.

A report by Sprout Social indicates that posts featuring high-quality, personalized imagery receive 40 percent more engagement than stock photos. This has spurred professionals, entrepreneurs, and creatives to invest in personalized photo sessions that deliver a library of usable content.

The rise of remote work and virtual networking has further fueled the demand for professional headshots. With online presence becoming increasingly vital, individuals are investing in high-quality images to stand out in a competitive online marketplace.

While AI-generated headshots can be a convenient option for some, they often lack the expression and subtlety that a professional photographer can bring to the table.

“AI-generated images may appear overly stylized or artificial,” said Enger. “Clients want something to post on social media. They're looking for images that feel authentic and interactive—something their audience can connect with. It's about building trust and showing who they are, not just what they look like.”

This shift aligns with broader trends in digital marketing. A recent study by HubSpot found that 82 percent of consumers are more likely to trust a brand that uses authentic imagery and storytelling. The demand for personalized content extends to individuals building their online presence.

Despite the rise of AI-generated imagery, the professional headshot and personal branding photography market shows no signs of slowing down. Industry reports highlight the importance of personalized services in driving growth. As consumers increasingly prioritize authenticity, the role of skilled photographers becomes even more crucial.

"Photography is evolving with the times," Enger observes. "We're not just taking pictures; we're creating narratives. That's something AI can't replace."

About Studio Newport

Studio Newport, located in Newport, Rhode Island, is an award-winning portrait studio specializing exclusively in high-end portrait photography. The studio offers a comprehensive experience with each session, including professional hair, makeup, and styling appointments. Studio Newport focuses on creating high-quality portraits for a range of clients, from business professionals to families, providing a personalized approach to meet individual needs. The studio is dedicated to delivering portraits that capture the essence of each client in a comfortable and professional setting.

Olga Enger

Studio Newport

+1 401-864-1918

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/772936106>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.