

Generative AI in Creative Industries Market Growing at 29.6% CAGR Reach USD \$21.6 Billion by 2032 Globally

Advancements in AI and growing demand for personalized content are set to drive the global generative AI market growth in creative industries.

WILMINGTON, DE, UNITED STATES, March 7, 2025 /EINPresswire.com/ -- According to the report, the [generative AI in creative industries market](#) generated \$1.7 billion in 2022 and is anticipated to generate \$21.54 billion by 2032, witnessing a CAGR of 29.6% from 2023 to 2032.



Generative AI in Creative Industries Market

Generative AI enables interactive artistic expression by creating artworks, music, or designs that respond to input from users or environmental stimuli in real-time. These interactive experiences blur the boundaries between the creator and the audience, allowing for dynamic and personalized creative interactions that evolve over time. Moreover, generative AI can completely transform creative industries, it improves productivity and enhances overall business operations.

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Increase in advancements in AI technology and rise in demand for personalized content are the factors expected to propel the growth of the global generative AI in creative industries market. However, risks related to data breaches are anticipated to hamper the growth of the global market. On the contrary, surge in integration of AR and VR in creative industries is further expected to create lucrative opportunities for the growth of the global market.

The generative AI in creative industries market share analysis is experiencing robust growth driven by several key factors. One of the primary drivers is the increasing demand for intelligent solutions in the creative industry, as business operators strive to enhance operational efficiency,

safety, and customer experience. The adoption of advanced technologies, including the Internet of Things (IoT) and artificial intelligence, is another significant factor contributing to the market's expansion. Generative AI in creative industries play a crucial role in integrating these technologies, facilitating real-time data exchange, and enabling predictive maintenance.

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Moreover, increase in AI technology advancements and demand for personalized content are the factors expected to propel the growth of the global generative AI in creative industries market forecast. However, risks related to the data breaches are anticipated to hamper the growth of the global market. On the contrary, surge in integration of AR and VR in creative industries is further expected to create lucrative opportunities for the growth of the global market.

On the basis of deployment mode, the on-premise segment is expected to grow at the highest growth rate during the forecast period owing to technological advancements, changes in customer preferences, or shifts in regulatory environments. However, the cloud segment is projected to be the fastest-growing segment during the forecast period, owing to several benefits such as scalability and flexibility, cost effectiveness and remote work, and collaboration.

By application, the gaming segment accounted for the largest share in 2022, contributing to more than three-fifths of the generative AI in creative industries market revenue, as generative AI algorithms can analyze player behavior, preferences, and interactions in real-time to dynamically adjust game content, difficulty levels, and narratives, creating personalized gaming experiences tailored to individual players, which is further expected to propel the overall market growth. However, the advertising and marketing segment is expected to attain the largest CAGR of 32.5% from 2023 to 2032. Growth in need for personalized and targeted content to engage audiences effectively drives the growth of this segment in the global generative AI in creative industries market.

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On the basis of region, North America attained the highest growth in 2022. The presence of prominent players has influenced the growth of the generative AI in creative industries market in North America. Moreover, rise in government initiatives to strengthen business infrastructure across the region is further expected to drive the demand for generative AI in creative industries solutions. However, Asia-Pacific is projected to be the fastest-growing segment during the forecast period, owing to the availability of cost-effective digital solutions and rise in the amount of data generation across organizations. In addition, the proliferation of advanced technologies escalates system safety and reduces delays in creative operations.

Recession 2023 Impact Analysis

The recession has a significant impact on generative AI in creative industries market considering various factors that could influence demand, investment, and adoption within this sector. During a recession, businesses and consumers faced tighter budgets, leading to reduced spending on non-essential services and technologies. This results in slower adoption of generative AI solutions in creative industries as organizations prioritize essential expenses and cost-saving measures. In addition, businesses reevaluate their priorities during a recession, focusing more on cost reduction, efficiency improvement, and risk mitigation rather than investing in innovative technologies such as generative AI. As a result, adoption rates are expected to slow down, thus impacting market growth.

The market players operating in the generative AI in creative industries market are Alphabet Inc., Microsoft Corporation, IBM Corporation, Nvidia Corporation, Adobe Inc., Autodesk, Inc., Unity Software Inc., OpenAI, Inc., Synthesis AI and Epic Games, Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the generative AI in creative industries market globally.

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