

**AI Video Generator Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Source (Text to Video, PowerPoint to Video, Spreadsheet to Video), By Component (Solution, Services), By Application (Marketing, Education, E-commerce, Social Media, Others), By Region & Competition, 2021-2031F**

Market Report | 2026-01-05 | 185 pages | TechSci Research

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**Report description:**

**Market Overview**

The Global AI Video Generator Market will grow from USD 10.55 Billion in 2025 to USD 31.53 Billion by 2031 at a 20.02% CAGR. The Global AI Video Generator Market comprises software solutions utilizing machine learning algorithms to synthesize video content from text or image inputs without requiring physical filming.

**Key Market Drivers**

Rapid advancements in generative AI and deep learning algorithms serve as the primary catalyst for market expansion, fundamentally altering the speed and fidelity of content production. These technological strides have transitioned synthetic media from experimental abstractions to photorealistic assets capable of understanding complex physics and lighting without physical filming. This maturation allows creators to bypass traditional, resource-intensive logistics, enabling the instant synthesis of high-quality visuals from text prompts.

**Key Market Challenges**

The most significant impediment to the growth of the Global AI Video Generator Market is the prevalence of ethical and legal complexities, particularly regarding copyright infringement and deepfake risks. These issues create a hostile environment for enterprise adoption, as corporations fear substantial liability and reputational damage from utilizing content without clear ownership lineage. Because AI models are often trained on scraped data, legal departments within large organizations frequently halt procurement to avoid potential lawsuits from original content creators. This caution effectively bottlenecks the sales cycle, preventing the technology from becoming a core operational tool.

**Key Market Trends**

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The proliferation of synthetic avatars and virtual influencers is reshaping corporate communication strategies by replacing static text with interactive, human-like digital representatives. Enterprises are increasingly deploying these AI-generated personas to deliver consistent training, customer service, and internal messaging at a scale that physical video production cannot match. This shift is driven by the ability to update video content programmatically without reshooting, thereby maintaining brand uniformity across global markets while significantly lowering production costs.

#### Key Market Players

- OpenAI, Inc.
- Lumen5
- Vidnami
- Promo by Slidely
- Salesforce.com, Inc.
- Renderforest
- Magisto
- Wibbitz
- Moovly
- Kaltura

#### Report Scope:

In this report, the Global AI Video Generator Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

##### -□AI Video Generator Market, By Source:

- o□Text to Video
- o□PowerPoint to Video
- o□Spreadsheet to Video

##### -□AI Video Generator Market, By Component:

- o□Solution
- o□Services

##### -□AI Video Generator Market, By Application:

- o□Marketing
- o□Education
- o□E-commerce
- o□Social Media
- o□Others

##### -□AI Video Generator Market, By Region:

- o□North America
  - United States
  - Canada
  - Mexico
- o□Europe
  - France
  - United Kingdom
  - Italy
  - Germany
  - Spain
- o□Asia Pacific
  - China
  - India
  - Japan

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- Australia
- South Korea
- o□South America
- Brazil
- Argentina
- Colombia
- o□Middle East & Africa
- South Africa
- Saudi Arabia
- UAE

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global AI Video Generator Market.

#### Available Customizations:

Global AI Video Generator Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

- Detailed analysis and profiling of additional market players (up to five).

### Table of Contents:

1. Product Overview
  - 1.1. Market Definition
  - 1.2. Scope of the Market
    - 1.2.1. Markets Covered
    - 1.2.2. Years Considered for Study
    - 1.2.3. Key Market Segmentations
2. Research Methodology
  - 2.1. Objective of the Study
  - 2.2. Baseline Methodology
  - 2.3. Key Industry Partners
  - 2.4. Major Association and Secondary Sources
  - 2.5. Forecasting Methodology
  - 2.6. Data Triangulation & Validation
  - 2.7. Assumptions and Limitations
3. Executive Summary
  - 3.1. Overview of the Market
  - 3.2. Overview of Key Market Segmentations
  - 3.3. Overview of Key Market Players
  - 3.4. Overview of Key Regions/Countries
  - 3.5. Overview of Market Drivers, Challenges, Trends
4. Voice of Customer
5. Global AI Video Generator Market Outlook
  - 5.1. Market Size & Forecast
    - 5.1.1. By Value
  - 5.2. Market Share & Forecast
    - 5.2.1. By Source (Text to Video, PowerPoint to Video, Spreadsheet to Video)
    - 5.2.2. By Component (Solution, Services)

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- 5.2.3. By Application (Marketing, Education, E-commerce, Social Media, Others)
- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map
- 6. North America AI Video Generator Market Outlook
  - 6.1. Market Size & Forecast
    - 6.1.1. By Value
  - 6.2. Market Share & Forecast
    - 6.2.1. By Source
    - 6.2.2. By Component
    - 6.2.3. By Application
    - 6.2.4. By Country
  - 6.3. North America: Country Analysis
    - 6.3.1. United States AI Video Generator Market Outlook
      - 6.3.1.1. Market Size & Forecast
        - 6.3.1.1.1. By Value
      - 6.3.1.2. Market Share & Forecast
        - 6.3.1.2.1. By Source
        - 6.3.1.2.2. By Component
        - 6.3.1.2.3. By Application
    - 6.3.2. Canada AI Video Generator Market Outlook
      - 6.3.2.1. Market Size & Forecast
        - 6.3.2.1.1. By Value
      - 6.3.2.2. Market Share & Forecast
        - 6.3.2.2.1. By Source
        - 6.3.2.2.2. By Component
        - 6.3.2.2.3. By Application
    - 6.3.3. Mexico AI Video Generator Market Outlook
      - 6.3.3.1. Market Size & Forecast
        - 6.3.3.1.1. By Value
      - 6.3.3.2. Market Share & Forecast
        - 6.3.3.2.1. By Source
        - 6.3.3.2.2. By Component
        - 6.3.3.2.3. By Application
  - 7. Europe AI Video Generator Market Outlook
    - 7.1. Market Size & Forecast
      - 7.1.1. By Value
    - 7.2. Market Share & Forecast
      - 7.2.1. By Source
      - 7.2.2. By Component
      - 7.2.3. By Application
      - 7.2.4. By Country
    - 7.3. Europe: Country Analysis
      - 7.3.1. Germany AI Video Generator Market Outlook
        - 7.3.1.1. Market Size & Forecast
          - 7.3.1.1.1. By Value
        - 7.3.1.2. Market Share & Forecast

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- 7.3.1.2.1. By Source
- 7.3.1.2.2. By Component
- 7.3.1.2.3. By Application
- 7.3.2. France AI Video Generator Market Outlook
- 7.3.2.1. Market Size & Forecast
- 7.3.2.1.1. By Value
- 7.3.2.2. Market Share & Forecast
- 7.3.2.2.1. By Source
- 7.3.2.2.2. By Component
- 7.3.2.2.3. By Application
- 7.3.3. United Kingdom AI Video Generator Market Outlook
- 7.3.3.1. Market Size & Forecast
- 7.3.3.1.1. By Value
- 7.3.3.2. Market Share & Forecast
- 7.3.3.2.1. By Source
- 7.3.3.2.2. By Component
- 7.3.3.2.3. By Application
- 7.3.4. Italy AI Video Generator Market Outlook
- 7.3.4.1. Market Size & Forecast
- 7.3.4.1.1. By Value
- 7.3.4.2. Market Share & Forecast
- 7.3.4.2.1. By Source
- 7.3.4.2.2. By Component
- 7.3.4.2.3. By Application
- 7.3.5. Spain AI Video Generator Market Outlook
- 7.3.5.1. Market Size & Forecast
- 7.3.5.1.1. By Value
- 7.3.5.2. Market Share & Forecast
- 7.3.5.2.1. By Source
- 7.3.5.2.2. By Component
- 7.3.5.2.3. By Application
- 8. Asia Pacific AI Video Generator Market Outlook
- 8.1. Market Size & Forecast
- 8.1.1. By Value
- 8.2. Market Share & Forecast
- 8.2.1. By Source
- 8.2.2. By Component
- 8.2.3. By Application
- 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
- 8.3.1. China AI Video Generator Market Outlook
- 8.3.1.1. Market Size & Forecast
- 8.3.1.1.1. By Value
- 8.3.1.2. Market Share & Forecast
- 8.3.1.2.1. By Source
- 8.3.1.2.2. By Component
- 8.3.1.2.3. By Application

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- 8.3.2. India AI Video Generator Market Outlook
  - 8.3.2.1. Market Size & Forecast
    - 8.3.2.1.1. By Value
  - 8.3.2.2. Market Share & Forecast
    - 8.3.2.2.1. By Source
    - 8.3.2.2.2. By Component
    - 8.3.2.2.3. By Application
- 8.3.3. Japan AI Video Generator Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Source
    - 8.3.3.2.2. By Component
    - 8.3.3.2.3. By Application
- 8.3.4. South Korea AI Video Generator Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Source
    - 8.3.4.2.2. By Component
    - 8.3.4.2.3. By Application
- 8.3.5. Australia AI Video Generator Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Source
    - 8.3.5.2.2. By Component
    - 8.3.5.2.3. By Application
- 9. Middle East & Africa AI Video Generator Market Outlook
  - 9.1. Market Size & Forecast
    - 9.1.1. By Value
  - 9.2. Market Share & Forecast
    - 9.2.1. By Source
    - 9.2.2. By Component
    - 9.2.3. By Application
    - 9.2.4. By Country
  - 9.3. Middle East & Africa: Country Analysis
    - 9.3.1. Saudi Arabia AI Video Generator Market Outlook
      - 9.3.1.1. Market Size & Forecast
        - 9.3.1.1.1. By Value
      - 9.3.1.2. Market Share & Forecast
        - 9.3.1.2.1. By Source
        - 9.3.1.2.2. By Component
        - 9.3.1.2.3. By Application
    - 9.3.2. UAE AI Video Generator Market Outlook
      - 9.3.2.1. Market Size & Forecast
        - 9.3.2.1.1. By Value

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- 9.3.2.2. Market Share & Forecast
  - 9.3.2.2.1. By Source
  - 9.3.2.2.2. By Component
  - 9.3.2.2.3. By Application
- 9.3.3. South Africa AI Video Generator Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Source
    - 9.3.3.2.2. By Component
    - 9.3.3.2.3. By Application
- 10. South America AI Video Generator Market Outlook
  - 10.1. Market Size & Forecast
    - 10.1.1. By Value
  - 10.2. Market Share & Forecast
    - 10.2.1. By Source
    - 10.2.2. By Component
    - 10.2.3. By Application
    - 10.2.4. By Country
  - 10.3. South America: Country Analysis
    - 10.3.1. Brazil AI Video Generator Market Outlook
      - 10.3.1.1. Market Size & Forecast
        - 10.3.1.1.1. By Value
      - 10.3.1.2. Market Share & Forecast
        - 10.3.1.2.1. By Source
        - 10.3.1.2.2. By Component
        - 10.3.1.2.3. By Application
    - 10.3.2. Colombia AI Video Generator Market Outlook
      - 10.3.2.1. Market Size & Forecast
        - 10.3.2.1.1. By Value
      - 10.3.2.2. Market Share & Forecast
        - 10.3.2.2.1. By Source
        - 10.3.2.2.2. By Component
        - 10.3.2.2.3. By Application
    - 10.3.3. Argentina AI Video Generator Market Outlook
      - 10.3.3.1. Market Size & Forecast
        - 10.3.3.1.1. By Value
      - 10.3.3.2. Market Share & Forecast
        - 10.3.3.2.1. By Source
        - 10.3.3.2.2. By Component
        - 10.3.3.2.3. By Application
- 11. Market Dynamics
  - 11.1. Drivers
  - 11.2. Challenges
- 12. Market Trends & Developments
  - 12.1. Merger & Acquisition (If Any)
  - 12.2. Product Launches (If Any)

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- 12.3. Recent Developments
- 13. Global AI Video Generator Market: SWOT Analysis
- 14. Porter's Five Forces Analysis
  - 14.1. Competition in the Industry
  - 14.2. Potential of New Entrants
  - 14.3. Power of Suppliers
  - 14.4. Power of Customers
  - 14.5. Threat of Substitute Products
- 15. Competitive Landscape
  - 15.1. OpenAI, Inc.
    - 15.1.1. Business Overview
    - 15.1.2. Products & Services
    - 15.1.3. Recent Developments
    - 15.1.4. Key Personnel
    - 15.1.5. SWOT Analysis
  - 15.2. Lumen5
  - 15.3. Vidnami
  - 15.4. Promo by Slidely
  - 15.5. Salesforce.com, Inc.
  - 15.6. Renderforest
  - 15.7. Magisto
  - 15.8. Wibbitz
  - 15.9. Moovly
  - 15.10. Kaltura
- 16. Strategic Recommendations
- 17. About Us & Disclaimer

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