SocialPeta

H1 2025 AIGC

Mobile App Marketing Analysis

About SocialPeta

SocialPeta: The Ultimate Insight Tool for Global AI App Marketing

Unlock the marketing strategies behind today's most successful **AI products** with SocialPeta. Our platform provides comprehensive insights drawn from ad data across global channels, media, and advertisers, giving you both information and inspiration for your next big move.

For the fast-growing AIGC industry, SocialPeta curates the latest ad creatives, AI tool rankings, and deep industry insights. We cover 80+ countries and regions and more than 80 global advertising channels, including Facebook, Google, X, YouTube, TikTok, Unity, and others. With a database of over 1.6 billion ad creatives, updated hourly, you'll always stay ahead of the curve.

As a leading global advertising intelligence platform, SocialPeta combines its vast data resources with years of experience serving thousands of VIP clients worldwide to deliver actionable strategies that help mobile AIGC professionals create products users truly love.
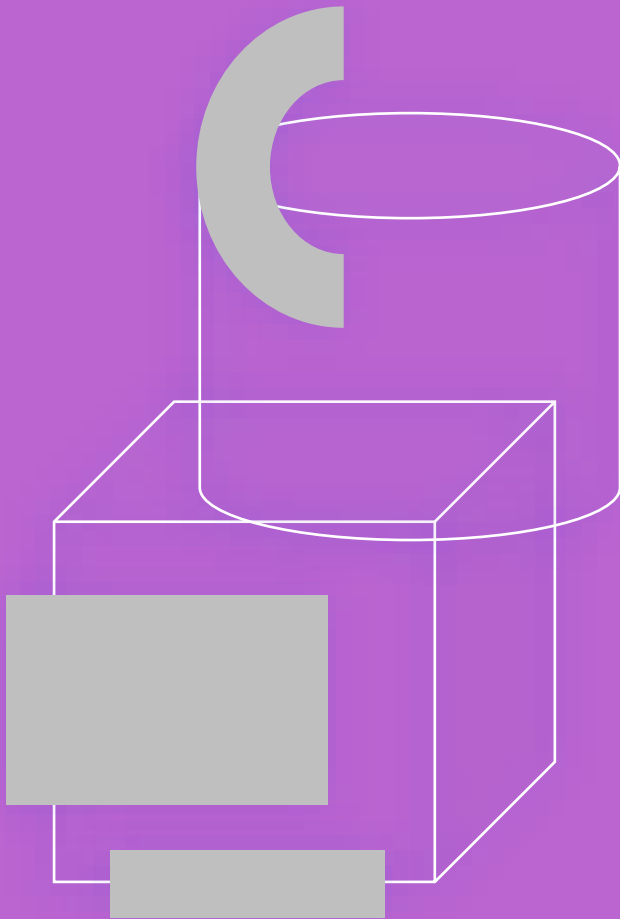
6M
App Advertisers

1.6B
App ad creatives

1.2M
Daily updates

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Market Situation

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Development Situations of AIGC Apps in Different Regions

Industrial structure, value of going global, business model, competitive landscape,

market environment

Market Analysis of Overseas AI Products - North American Market

Market Size

Market Size (2025)
$327B

Annual Growth Rate
28.6%

Global Market Share
38%

Core Consumer Trends

Technology Acceptance: 55% of Americans **often use AI** mainly as customer service (e.g., chatbot), content generation (e.g., text, images), and daily tools.

Age Distribution: 70% AI users are in the 18-35 age range, with a balanced gender ratio, and equal demands for both entertainment and tools.

Competitive Landscape

OpenAI: With an over 50% generative AI market share and over 1 billion ChatGPT MAU, it was valued at $150 billion.

NVIDIA: It had a 72% share in the North American AI chip market. NVIDIA dominated the high-end AI training market with its Blackwell GPU architecture that can achieve 20 petaflops of computing power.

Top 4 North American CSPs (Amazon, Microsoft, Google, and Meta): In 2025, investments in AI servers rose by 59% to reach a total capital expenditure of $338.5 billion.

Core Industry	Core Data
Financial	The market is valued at $18 billion. 35% of the users use AI for anti-fraud and robo-advising.
Medical	A 30% annual increase of market size. The accuracy rate of AI-aided diagnosis reaches 95%. 21% of the consumers use AI for medical advices and data inquiry.
Retail	60% consumers expect personalized recommendations from AI, increasing E-commerce conversion rate by over 20%.
Manufacturing	Contributes 15% of the market size (30% less machine halt)

Market Analysis of Overseas AI Products – European Market

Market Size

Annual Growth Rate
24.3%

Global Market Share
23.2%

Competitive Landscape

Local Companies in Europe: France's Mistral AI released the large language model "Le Chat" that can generate responses 10 times as fast as ChatGPT-4, which valued the company at nearly €6 billion. Germany's Helsing processes real-time military and industrial data, which raised a total of €761 million in 2024.

Layout of American Tech Giants: NVIDIA takes a 70%-95% share of the global AI chip market. Microsoft Azure operates data centers in France and Germany to offer AI as a Service (AIaaS) to European enterprises.

Core Consumer Trends

Technology Acceptance: 44% of European consumers believe AI will positively impact society, mainly focused on medical diagnosis, education, public service, etc.

Risk Concerns: 37% consumers take a dim view of AI. Their key concerns are privacy leaks, algorithmic bias, and job cuts.

Core Industry	Core Data
Automobile	The application of self-driving technology was accelerated. UK's Wayve launched L4 Autonomy Trials in London, achieving a 98% driving compliance rate.
Deep Learning	With a 45% share of European AI technology investment, it dominates medical image analysis and autonomous driving perception system.
Machine Vision	With a CAGR of 40.3% from 2025 to 2030, it's mainly applied in industrial QC and agricultural automation.

Source: Market Data Forecast; IMARC; online public data.

Market Analysis of Overseas AI Products – Asian-Pacific market

Market Size

Annual Growth Rate
24%

Global Market Share
34%

Competitive Landscape

Dominance of tech giants: China's Baidu AI Open Platform has attracted over 4 million developers. Japan's SoftBank Vision Fund invested over $35 billion in AI.

Rising of startups: China's SenseTime grossed over 5 billion yuan in revenue in 2024, and held an 18% share of the computer vision market. DeepSeek's V3 model was one of the world's top 5 in multilingual processing. DeepSeek raised $500 million in Series C Funding in 2025.

Core Consumer Trends

Technology Acceptance: 63% of the Chinese internet users use AI apps regularly (e.g., intelligent recommendations, voice assistants). 58% of India's Gen Z use AI tools.

Core Industry	Core Data
Intelligent Hardware	There is a rapid rise in the demand for AI-powered smart appliances. For instance, Xiaomi has gained a larger share in the smart appliance market by adding AI.
Internet Technology	Many Internet enterprises invested heavily in AI development. For example, Tencent, Alibaba, and Baidu applied AI technology widely in cloud computing, intelligent recommendations, image recognition, etc.
Machine Learning	Its extensive use in data processing and predictive analysis makes it one of the most widely used AI technologies.

Market Analysis of Overseas AI Products – Emerging Markets

Brazil

Market Size & Growth

2023	**$3 billion**
2030 Forecast	**$11.6 billion**
CAGR (2025-2030)	**18%**

Regional Leader: As the largest AI market in Latin America, Brazil has great technology infrastructure, high-quality workers, and supportive policies.

Driving Factor: Digital transformation, government support for AI development, and more investment in talent training, AI research, and Cloud infrastructure.

Middle East

Market Size & Growth

2024	**$20 billion**
2030 Forecast	**$100 billion**
CAGR (2025-2033)	**35%**

In the Middle East, AI spending exceeded $3 billion in 2024 and will grow at a 32% CAGR to reach $6.9 billion in 2027. Saudi Arabia established the National Center for AI. UAE appointed the world's first Minister of Artificial Intelligence and launched its "National Strategy for AI 2031."

Africa

As of late 2024, mobile apps had over 380 million active users in Africa, up 15.4% YoY. With a smartphone penetration rate of 54% and an average daily mobile screen time of nearly 4 hours.

This young continent is becoming the mobile app market with the greatest growth potential globally, thanks to its population of 1.5 billion (of which 83.7% are in the 18-34 age range) and rapid urbanization (urban population percentage is 44.5%).

AIGC

Overseas AI Mobile Apps' Advertising and Marketing

Top apps by advertising, top regions by advertising, share of creatives by type

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Top 20 AIGC Apps by Advertising in H1 2025

iOS

1	VisualMind	Asana Rebel GmbH	11	Fotorama	APPNATION AS
2	Canva	Canva	12	PlantIn	PlantIn
3	Glam AI	Glam Labs, Inc.	13	AI Chatbot - Nova	ScaleUp
4	Translate Voice: AI Translator	HAPPY TOOLS HK LIMITED	14	AI Song Generator - Mozart	NineG
5	Creati	IMGCreator Limited	15	Prequel: Video & Photo Editor	Prequel Inc.
6	Zeely	Zeely	16	AI Phone: Phone Call Translate	Second Phone Number Inc
7	VivaVideo	Xiaoying	17	Visify	GM UniverseApps Limited
8	Lift	Lift	18	PolyBuzz	CLOUD WHALE
9	AI Remodel - Interior Design	PRIMA SORTE INC	19	Translate Lion	EIGHT PUNCH (HONG KONG) CO., LIMITED
10	Filmora	Wondershare	20	Voice Translator & AI and Fast	ZHONGZHI YOLO HK LIMITED

Android

1	SelfyzAI	Ufoto	11	Zeely	Zeely
2	VisualMind	Asana Rebel GmbH	12	Creati	IMGCreator Limited
3	Canva	Canva	13	Ai Browser	MUCKRAKER MEDIA
4	Talkie AI	Minimax	14	Mivi	AI Dreamweaver
5	Genius	Apero Vision Lab	15	MindSync	Apero Vision Lab
6	Filmora	Wondershare	16	Retake AI	Codeway Dijital
7	OCR Swift Scanner Lite & QR	Treesni2	17	PolyBuzz	CLOUD WHALE
8	Cici	ByteDance	18	Linky AI	Skywork AI Pte. Ltd.
9	Samsung Shop: Galaxy Z Fold7	Samsung Electronics Co., Ltd.	19	Speak: Language Learning	Speakeasy Labs
10	Safe QR OCR AI Scanner Creator	Healthy LifeCare	20	AI Chatbot - Nova	ScaleUp

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Advertising Trends in Global AI Apps

After a period of development, **some fields had developed to reach saturation,** resulting in fewer new AI advertisers and thus a decline in total advertisers. However, the market competition remains fierce. In order to stand out from the competition, the surviving advertisers will release more ad creatives to increase brand exposure and user stickiness. **But AI apps generally made less effort in advertising, with only 416 monthly creatives per AI app in 2025.**

Monthly active advertisers in 2025

2041   YoY **47.07%↓**

Monthly creatives per advertiser in 2025

416   YoY **84.22%↑**

Advertisers Monthly Creatives
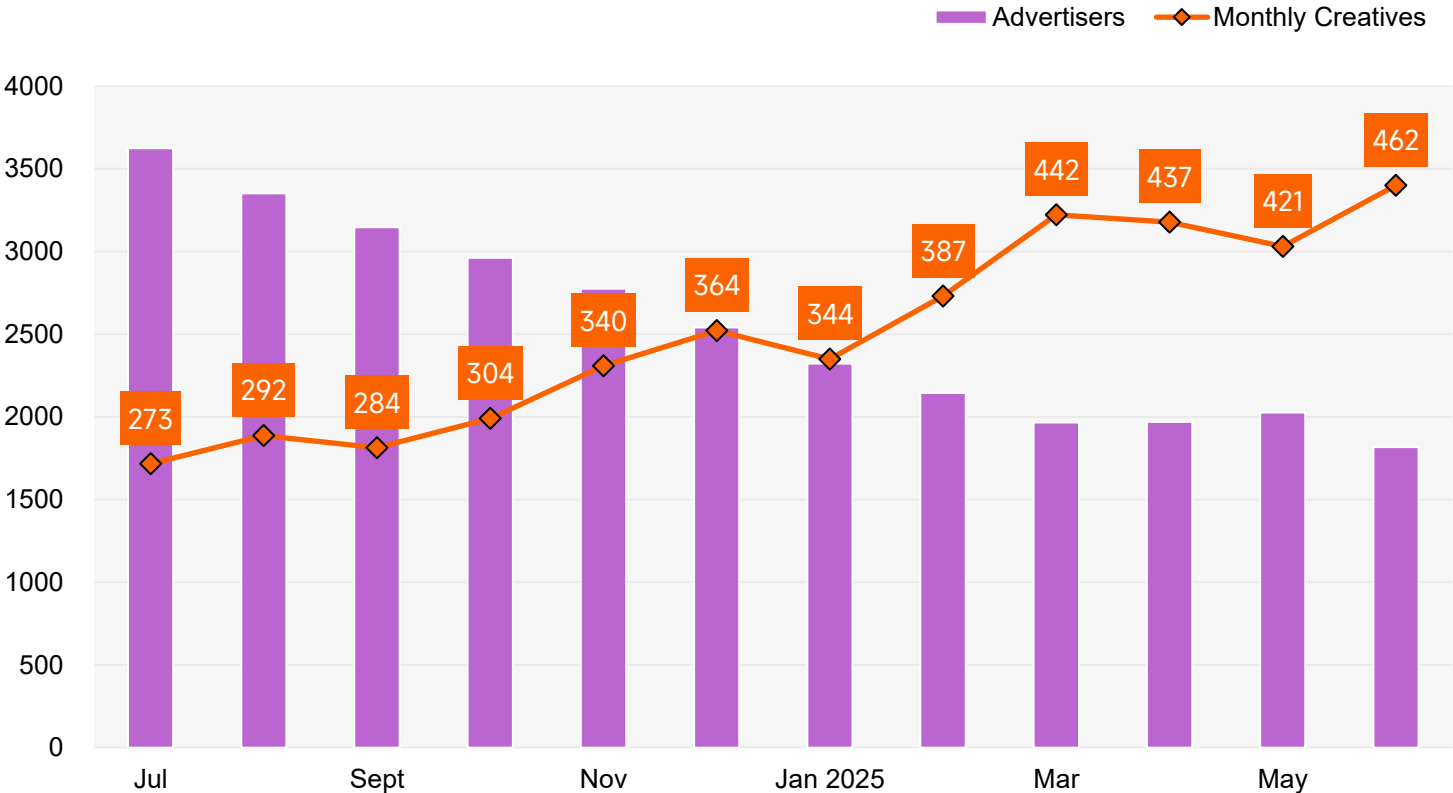
AI App Advertising Trends in Top Countries/Regions in H1 2025

There was a general decline in AI app advertisers globally in H1 2025. However, advertisers were more active in advertising, and achieved better advertising performance and market competitiveness through more creatives.

Highest number of advertisers in H1 2025: Europe

As of June 2025, Europe reported the highest number of AI app advertisers, but also the greatest drop of 45.7%.

Highest number of total creatives in H1 2025: North America

The North American market remains a key region for emerging products, but growth in creatives is relatively low. Japan and South Korea reported the highest growth.

Changes in advertisers

Legend: H1 2025 / H1 2024 / Increase

Data labels: North America -47.9%, Japan -35.8%, South Korea -35.0%, Hong Kong, Macao and Taiwan -35.7%, Europe -45.7%, Oceania -44.2%, Southeast Asia -39.9%, South America -38.6%, Middle East -36.1%, South Asia -38.5%, Africa -36.6%

Changes in total creatives

Legend: H1 2025 / H1 2024 / Increase

Data labels: North America 98.9%, Japan 262.3%, South Korea 266.1%, Hong Kong, Macao and Taiwan 152.8%, Europe 136.8%, Oceania 134.2%, Southeast Asia 156.7%, South America 143.5%, Middle East 100.1%, South Asia 76.4%, Africa 105.4%

Source: SocialPeta, based on data that were captured and analyzed.
Date Range: Jan - Jun 2025

Percentages of **AI** Apps' Ad Creatives by Length and Format in H1 2025

AI app advertisers preferred video creatives which accounted for more than 80%. Video creatives of 15-30s accounted for over 50%, followed by video creatives of less than 15s which accounted for about 36.51%.

Share of creatives by type

Carousel, 0.97%

Image, 14.93%

Video, 84.05%
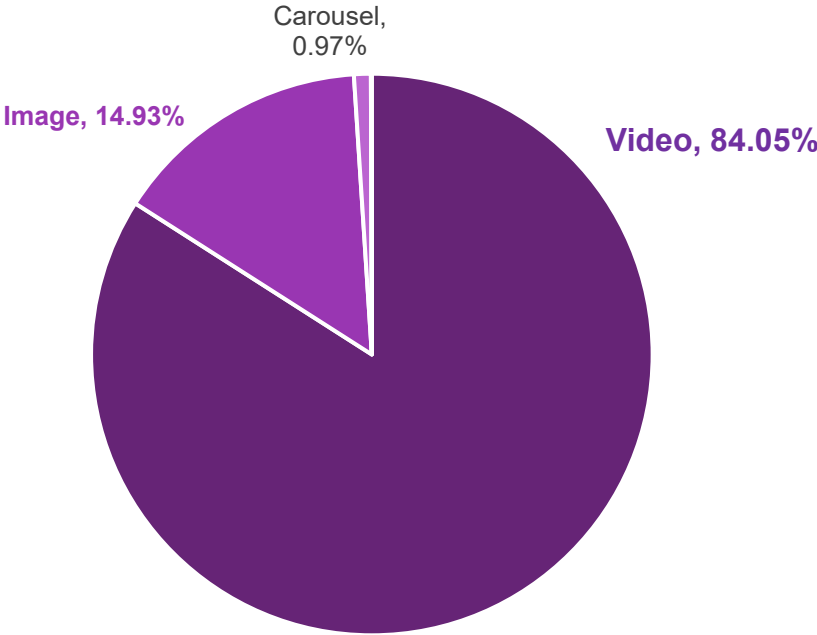
Share of video creatives by length

2-5min, 0.82%

1-2min, 1.35%

30-60s, 16.78%

<15s, 36.51%

15-30s, 56.91%
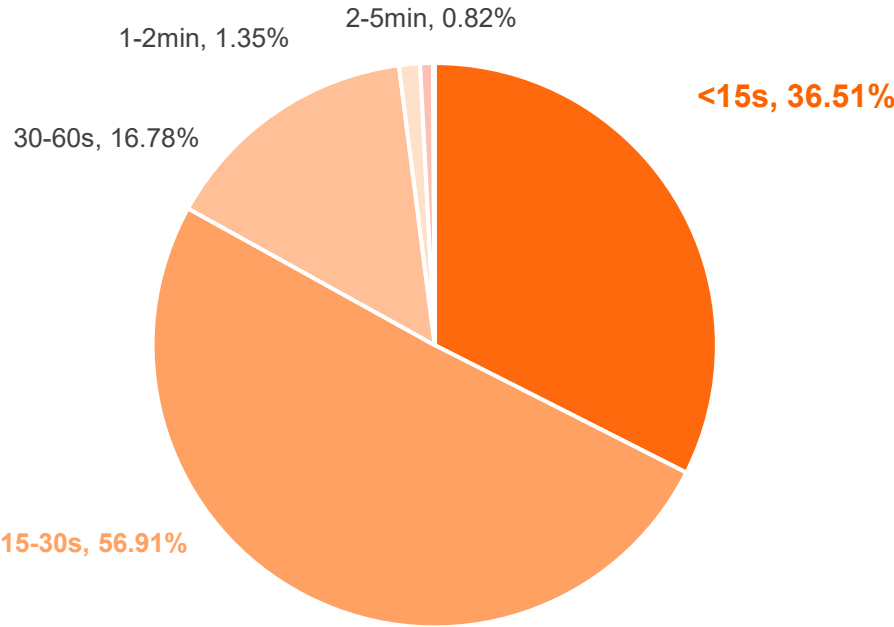
Popular Apps

Marketing Analysis of Popular AI Apps

Representative products, advertising trends, analysis of creatives

AI + Image: Meitu Integrates AI into Imaging and Design Products

On 18 August, 2025, Meitu Inc. (1357.HK) announced its H1 2025 financial report: Total revenue reached RMB 1.8 billion, a YoY increase of 12.3%. **Adjusted net profit attributable to owners of the company rose 71.3% YoY to RMB 467 million.**

The growth in total revenue and net profit was primarily driven by breakthroughs in AI applications, which led to an increase in global paid subscribers and then a rapid rise in income from subscription-based imaging and design products.

The RMB 1.8 billion total revenue includes: imaging and design products revenue of RMB 1.35 billion (up 45.2% YoY); advertising revenue of RMB 433 million (up 5% YoY); solutions for beauty industry revenue of RMB 30.1 million; other business revenue of RMB 6.2 million.

In February 2025, "AI Wardrobe" helped BeautyCam top the App Store's overall charts in 12 countries including Thailand, Vietnam, Japan, Singapore, and Malaysia. In February, WHEE, with its "AI Ultra HD" feature, topped the App Store's charts by category in China. In June, Wink, with its "Quality Restoration" feature, topped the App Store's overall charts in Indonesia and Laos, as well as the charts by category in 6 countries including Thailand, Vietnam, and Yemen. Also in June, "AI Flash" helped the Meitu App secure No.1 on the App Store's overall charts in Cambodia, Laos, and Brunei, as well as No.1 on the App Store's charts by category in 12 countries including Italy, Russia, and Turkey.

Source: Meitu's official website.

Meitu's Overseas AI Products and Their Market Performance

Product Name	Product Icon	Creatives of Recent 3 Months	Brief of Features	Performance in Overseas Markets
Meitu		2.13K	Advanced AI image editing: one-tap outfit change, blemish removal, generating posters/logos and other multimodal creations	With a large global user base, it topped the photo app charts in some countries in November 2024 and in Italy and other countries on 15 June 2025, marking a breakthrough in the European market.
Wink		1.62K	Generative AI-powered video editing (e.g., clipping, improving quality)	In 2024, it topped the App Store's overall charts in Indonesia, Kenya, and other countries. It topped the overall chart in Thailand for several consecutive days.
BeautyCam		1.31K	Powerful AI beautification (various filters, art styles), photo restoration, AI outfit change, image enhancement	It topped the overall charts in many countries during the Spring Festival. Before that, it ranked No.1 in Japan and Indonesia several times.
AirBrush		0.67K	Face image editing (AI photo beautification, restoration, ID photo processing)	The app made it to the monthly chart of going-global apps several times. It had over 1.6 million reviews in overseas stores. It was an early strategic product of going global.
RoboNeo		Below 100	AI image editing, AI-generated design, video processing, portrait retouching, multimodal creation	RoboNeo appeared on the App Store's top 10 charts by category in ten countries including the UK, Australia, Japan, South Korea, Malaysia. It also topped the charts by category in China, Vietnam, and Spain.

Meitu's Excellent Active Ad Creatives
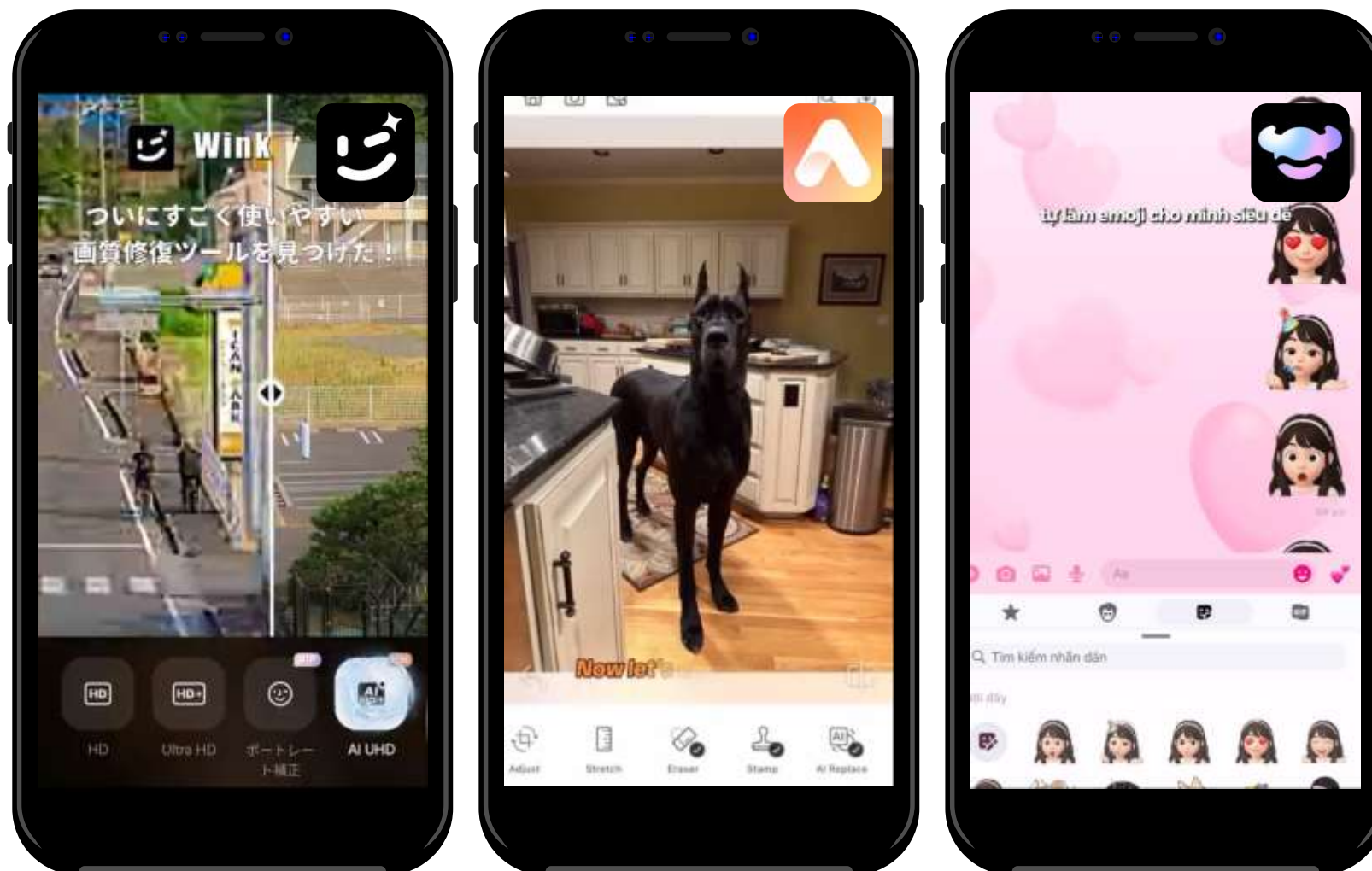
They are all AI + image products, but their ad creatives focus on different features.

Wink features automatic photo restoration and manual editing. Its popular creatives also mainly show how the features work.

AirBrush focuses on showing its object removal feature, which allows users to smear objects or figures to easily remove them.

RoboNeo prefers social media marketing. Its AI-generated image macros were popular on China's Xiaohongshu.

Source: SocialPeta - Advertiser Analysis, displaying the new or relatively popular creatives within the date range.
Date Range: Jan - Jun 2025

AI + Education: A booming market driven by demand & promising prospect

Global GenAI education market size is projected to grow from $299.8 million in 2023 to $7.7019 billion at **a CAGR of 39.5%**. AI education app market has great potential thanks to the demand for efficient and flexible learning tools from North America, Southeast Asia, and the Middle East.

Among all GenAI apps, education is one of the hottest genres for going global. In the complicated competitive landscape, there are tech giants, such as ByteDance, and online education behemoths and unicorn companies, such as Chegg and Duolingo, as well as serial entrepreneurs in the AI-native era. Various players entered the market, contributing to fierce competition.

AI education apps feature personalized learning, instant answers, voice interaction, and multilingual support. They can better meet overseas users' demand than traditional education products.

Legend: Question.AI — Gauth — Uknow.AI — Solvely — Duolingo

Y-axis: 0.0 K, 0.5 K, 1.0 K, 1.5 K, 2.0 K, 2.5 K, 3.0 K, 3.5 K, 4.0 K, 4.5 K, 5.0 K
X-axis: Sep-24, Nov-24, Jan-25, Mar-25, May-25

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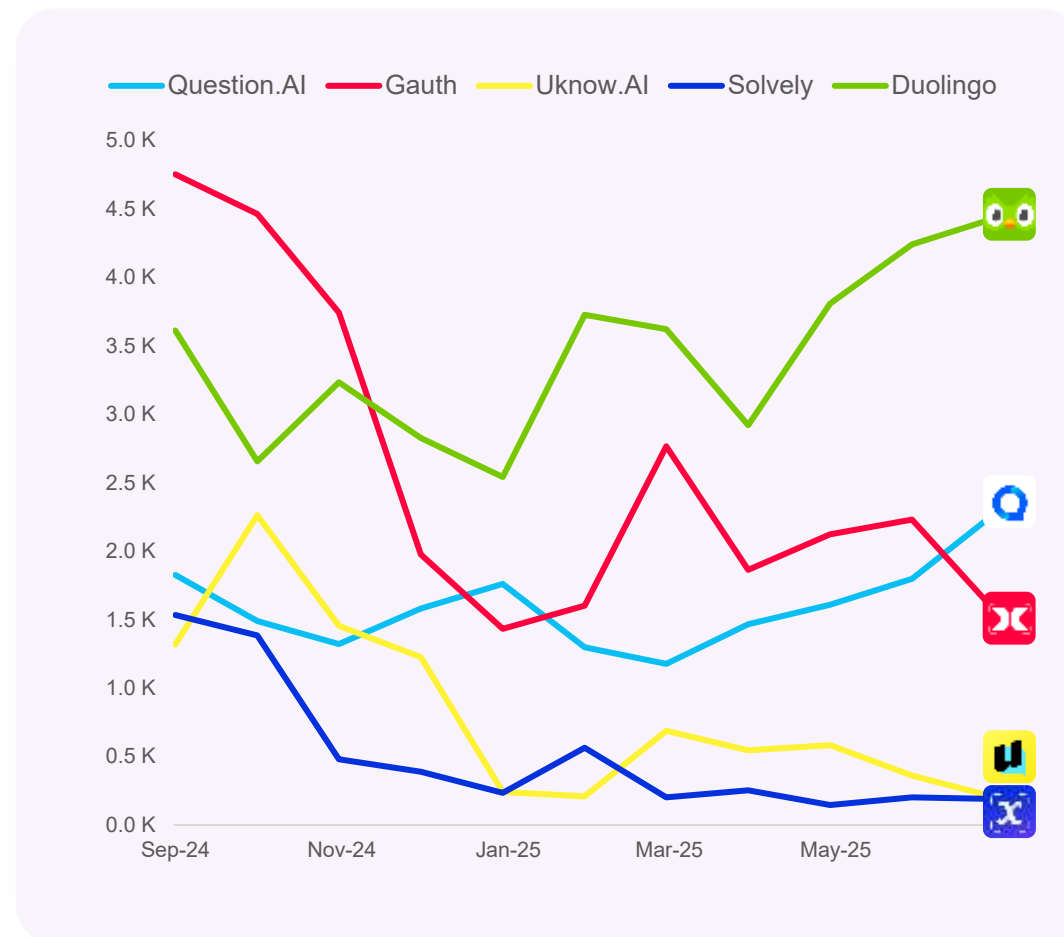
Going-global AI Education App as a Surprise Hit

Solvely, developed by a team of Chinese descent, was launched in April 2023. The app is an AI homework helper that uses Large Language Models to provide solutions for academic problems. Upon its release, the app's user scale and business value rapidly increased thanks to its unique marketing strategy and technical strength. Its downloads surged by 153.6% MoM in 2025.

Solvely

Advertising Data

First advertising date: Jan 2025

Total deduplicated creatives: 10.9K

Legend: Image | Video | Carousel | HTML | Playable
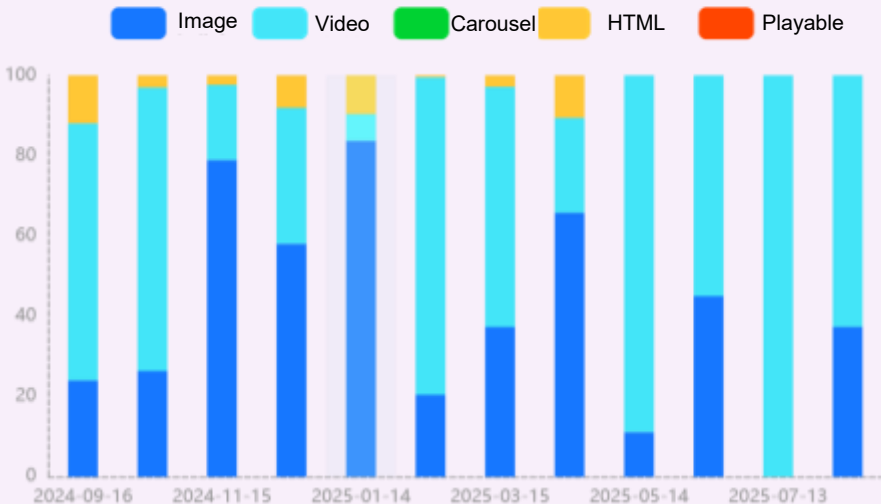
- **Solvely focuses on the US market,** with over 90% of its ads released there. Massive advertising strengthened its position, enhanced its brand effect and influence.

- Besides the US, Solvely released relatively more ad creatives in **Canada, Australia, and the UK.** Because those countries and the US have similar languages and education systems, this is helpful for the app to expand market.

- Most of its ad creatives were images and videos, which can better show the app's functions. The changing percentages of creatives helped attract more attention and increase conversion rate.

Top 10 Countries/Regions by Advertising

USA
Canada
Australia
UK
Nigeria
Spain
Italy
France
Poland
Portugal

Source: SocialPeta - Advertiser Analysis, displaying the new or relatively popular creatives within the date range.
Date Range: July 2024 - June 2025

Solvely's Excellent Active Ad Creatives
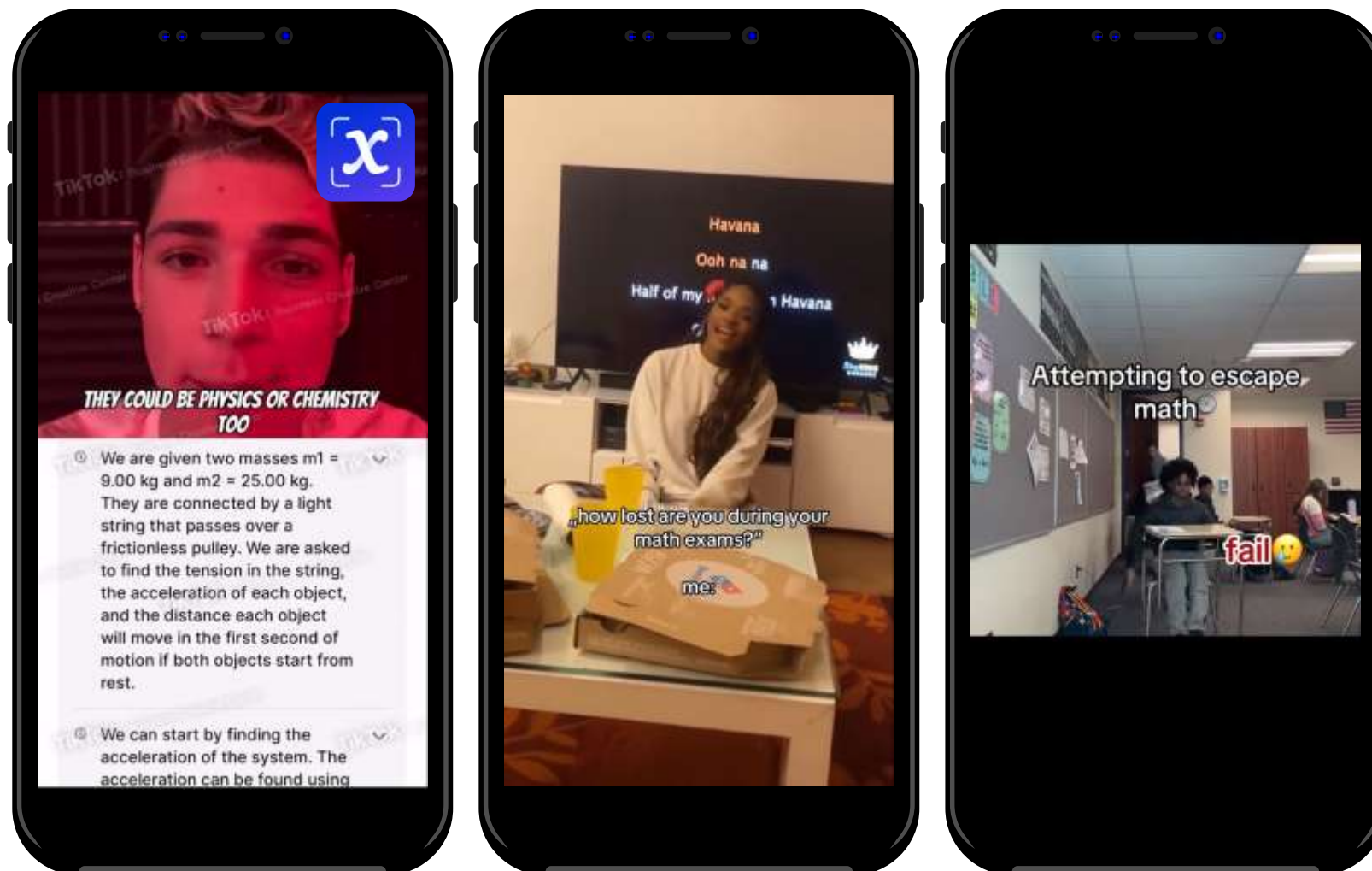
Solvely's ad creatives were all very down-to-earth. Most video creatives were real people introducing the product.

Oral advertising by real people: In the creatives, people (mostly KOLs) explain and show how to use the product. Such creatives are very popular among AI productivity apps.

Short video + Demonstration: The great popularity of TikTok and short videos makes it easier for theatrical video creatives to attract attention. Solvely prefers theatrical creatives that involve youths, such as schools and tests.

Source: SocialPeta - Advertiser Analysis, displaying the new or relatively popular creatives within the date range.
Date Range: Jan 2024 - Jun 2025

AI + Health: Explosive Growth of the Market, Led by Asia-Pacific

According to Global Market Insights, the market size was about $14.4 billion in 2023 and is projected to grow to $281.2 billion in 2032 at a CAGR of about 39.1% from 2023 to 2032. The growth is driven by many factors: Demands for efficient medical services are surging as a result of accelerated global population aging and rising chronic disease rate; there is a boom in medical data size, providing "fuel" for AI technology development; more medical institutions are getting to use AI technology thanks to mature technologies and lower cost.

North America: North America's leading position in the global market is attributed to its powerful technology infrastructure and early acceptance of AI. The US boasts many outstanding tech companies and scientific research institutions, promoting innovation in AI medical technologies to achieve significant results in AI-assisted diagnosis and treatment, and medical image analysis.

Europe: The government strongly supported AI medical development by introducing a series of policies to encourage relevant research and application, resulting in rapid market growth. The UK used AI technology in the electronic health record system, greatly improving its medical services.

Asia-Pacific: It's a new growth pole of the global AI medical market. The market is of great potential as China, Japan, and South Korea have been improving their national technological innovation capabilities. And there's the enormous medical demand.
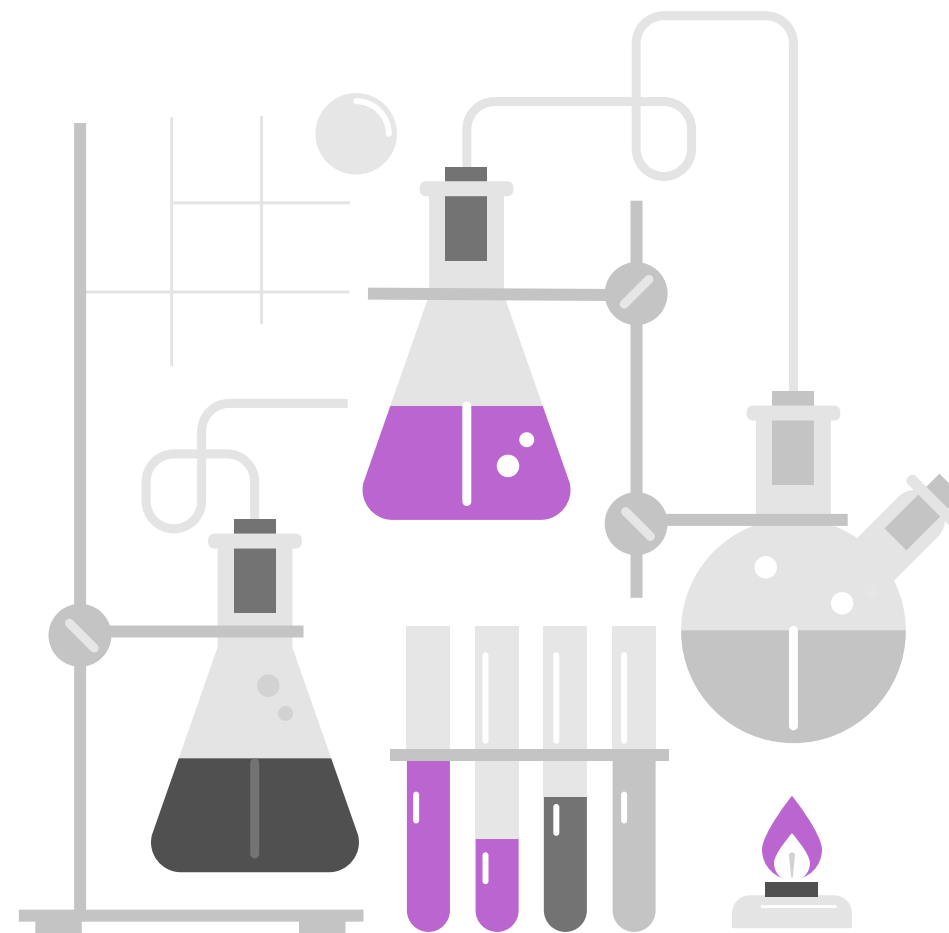
With millions of users, it ranked No.1 among best-selling apps in the US

As a world-leading AI health app, it boasts a vast database of 14 million kinds of food that enables it to offer precise food tracking. In February 2025, MyFitnessPal bought Intent, an AI meal planning startup, which further enhanced its personalized nutrition management.

MyFitnessPal

MyFitnessPal

Advertising Data

First advertising date: Apr 2014

Total deduplicated creatives: 4.43K

10 Countries/Regions by Advertising

- USA
- Australia
- France
- India
- Netherlands
- Canada
- Lebanon
- Angola
- Mexico
- Côte d'Ivoire

The App's Advertising Trends on iOS and Android

Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 May-25 Jun-25 Jul-25
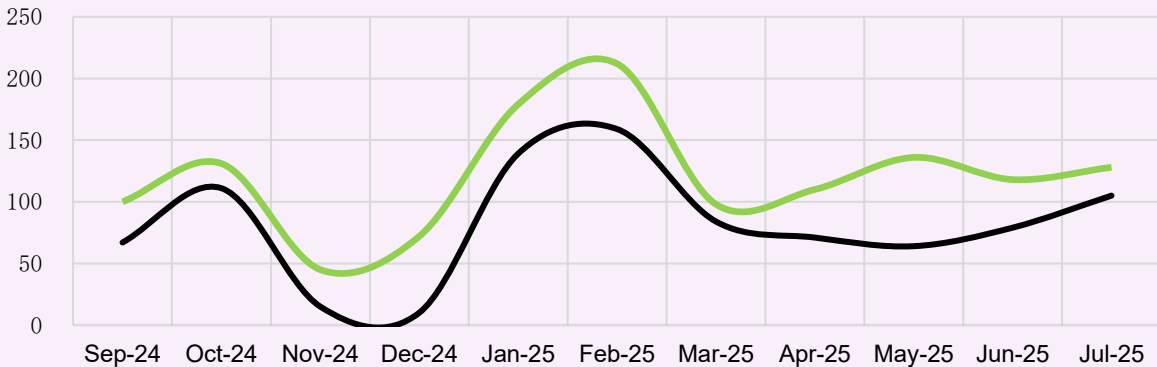
- After acquiring the AI meal planning startup, Intent, MyFitnessPal can automatically generate personalized diet lists based on users' food preferences, nutrient requirements, allergies, calorie goals, and budgets. It also offers AI shopping lists, one-tap food purchase (integrated with e-commerce), and intelligent logging.

- In the US, people accept AI health apps very well with high willingness to pay. India is a market of increasing potential, thanks to a vast population base and awakening health consciousness.

Source: SocialPeta - Advertiser Analysis, displaying the new or relatively popular creatives within the date range.
Date Range: July 2024 - July 2025

MyFitnessPal's Excellent Active Video Creatives

Highlight a professional image: The ads often use "professional" images to highlight the app's professional ability. For example, an ad creative is more reliable and convincing with a fitness coach in a fitness outfit explaining "why you failed to lose weight" and telling you that a calorie deficit is the key to losing weight in a professional way.

A detailed function display: The video will be overlaid with a picture-in-picture video showing how to use MyFitnessPal to count and record food calories. The creative visually shows how this functional and practical app helps people lose weight.

Precise audience targeting: MyFitnessPal releases different ad creatives in different regions based on user characteristics and market requirements in order to improve advertising effects.

Emphasis on health concept: The ad creatives often discuss health, fitness, and diet management, declaring that MyFitnessPal can help people achieve their fitness goals including weight control and healthy diet. The creatives convey a concept of a positive and healthy lifestyle, which aligns with the product's positioning.

In addition, **a vast food database + diet customization + AI calorie recognition + scanning for assessment** are major elements of MyFitnessPal's ad creatives.

Click the image to play

Source: SocialPeta - Advertiser Analysis, displaying the new or relatively popular creatives within the date range.
Date Range: Jan 2024 - Jun 2025

Future Trends

Guide to AI Apps' Future Marketing

Opportunities and challenges, exclusive insights, future prospects

4

Other Hot AI + Products

AI + Fortune-telling

AI + Web novel

AI + Love story

AI + Voice cloning

AI+ is a rising trend

- In South Korea, HelloBot and FORCETELLER, two apps combining AI with fortune-telling, raked in 4.7 billion KRW in H1 2025.
- According to China Literature's report, since the integration of DeepSeek into "Writer Assistant (作家助手)", Writer Assistant's daily active users have increased by over 30%, with the weekly usage rate of AI functions exceeding 50% and the average number of writers using the "Intelligent Q&A" function per day increasing tenfold.
- The AI relationship coach app Narya was released for the AppStore in January 2025 and reached Top 9 on the Google Play Lifestyle chart in Turkey on August 9.
- The apps feature cover songs by AI singers, and have gained great popularity and influence. For example, a cover video of "Hair Like Snow (发如雪)" by AI Stefanie Sun amassed over 3.6 million views, and a cover video of "Jade Beads (珠玉)" by AI Khalil Fong achieved 1.2 million views.

Source: online public data.

Opportunities and Challenges in AI Apps Going Global

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More Yield Opportunities

Huge investment is required to develop AI products, so higher market amortized cost is needed. However, users in Europe and America are more willing to pay for AI apps and prefer SaaS (software as a service) subscriptions.

Lack of AI Marketing Apps

Recently, AI marketing apps have faced performance issues, with users reporting lag and random crashes during saving or uploading in some top apps. They also mentioned high subscription fee. Some users chose to give up those apps.

Much Overlap in Increasing Products

AI chatbots, AI developing tools, AI education and study apps were all on the rise. And trends in the global market were mostly similar. Products are ready to go global if they are successful in the domestic market.

Greatly Increased Cost

Regulations are tightening up on AI app companies going global. Now in China and European Union, data must remain in local regions. Therefore, companies have to set up servers and data storage centers in each region.

Higher Localization Standard

Requirements for AI apps are increasing. Apps can become popular only if they meet the local needs. In order to go global, AI apps need to have a clear product positioning, and precise local marketing.

Intense Market Competition

Top AI Apps have stable MAUs, high user stickiness, and continuous optimization of user experience. But many AI apps chose to go global. They rose quickly in overseas markets to be available globally.

Source: Public data on the Internet.

Declaration

1. Data Sources

With the assistance of the world's biggest advertising intelligence and analysis tool, SocialPeta Data Team has provided you with insights into the mobile advertising data of global game market. We collect advertising data by sampling worldwide, covering over 80 channels and nearly 80 countries and regions worldwide, and have captured a total of over 1.6 billion advertising data, with over 1 million ad data being updated by the hour each day. Based on such huge data, we can gain insights into the advertising market trends.

2. Data Cycle and Indicators

Overall date range of the report: Jan 2024 – Jun 2025

For specific data indicators, please see the notes on each page.

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4. Disclaimer

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5. Concerned Countries and Regions (based on the distribution area of SocialPeta's products, not the actual geographical distribution)

North America: USA, Canada, Mexico, Panama

Europe: Turkey, France, Germany, United Kingdom, Italy, Spain, Netherlands, Norway, Poland, Portugal, Belgium, Switzerland, Austria, Romania, Sweden, Greece, Denmark, Luxembourg, Ireland, Finland

JP & ROK: Japan, South Korea

China's HK, Macao & TW: Hong Kong (China), Macao (China), Taiwan (China)

Southeast Asia: Thailand, Indonesia, Singapore, Malaysia, Vietnam, Philippines, Cambodia

Oceania: Australia, New Zealand

South Asia: India, Pakistan

Middle East: Bahrain, Qatar, Saudi Arabia, UAE, Azerbaijan, Lebanon, Kuwait, Israel, Oman, Iraq, Morocco

South America: Brazil, Chile, Argentina, Colombia, Peru, Venezuela, Paraguay

Africa: Egypt, Kenya, Nigeria, Angola, South Africa, Algeria, Libya, Senegal, Ivory Coast

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