

AI in Content Creation 2025

 wondercraft

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 LUMA AI

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About this report

Welcome to the first edition of **AI in Content Creation 2025**.

This report explores how individuals and teams across industries are adopting artificial intelligence (AI) in their creative workflows—from audio and video to text and visual design. Conducted by **Wondercraft**, with the support of **VEED**, **Luma**, and **ElevenLabs**, this research highlights behavioral trends, evolving tool preferences, and key opportunities to support modern creators.

Respondents span geographies, job functions, and income levels, giving us a unique view into how AI is shaping the future of content creation. Here's what we found.

AI is no longer optional

Across industries, AI has become foundational in content workflows. Over 80% of respondents use AI in some part of their creative process. Nearly 40% use it end-to-end, from ideation to final delivery. Among those creating public content (e.g., for social media or external audiences), AI adoption climbs even higher. This aligns with broader market trends: according to Gartner's Hype Cycle for Generative AI (2023), the majority of enterprise organizations are already piloting or scaling generative tools.



80%

Over 80% of respondents use AI in some part of their workflow.

40%

Nearly 40% use it from start to finish.

Among those creating content for public audiences (such as social media, blogs, or online platforms) this number is even higher.

Benefits Driving AI Adoption

The core benefits reported by users are clear. Time savings remain the leading reason for adoption, followed closely by the ability to generate content in multiple formats and faster ideation. These benefits are particularly pronounced among individuals juggling multiple creative tasks, such as small business owners or content leads managing campaigns across media.

A Global Shift Toward Generative Tools

This trend is global and cross-functional. While adoption is slightly higher in the United States (particularly among full-process users), Europe shows strong partial adoption. In both regions, experimentation is high and growing. Gender and income were not major differentiators—AI is proving to be a democratizing force in content creation.

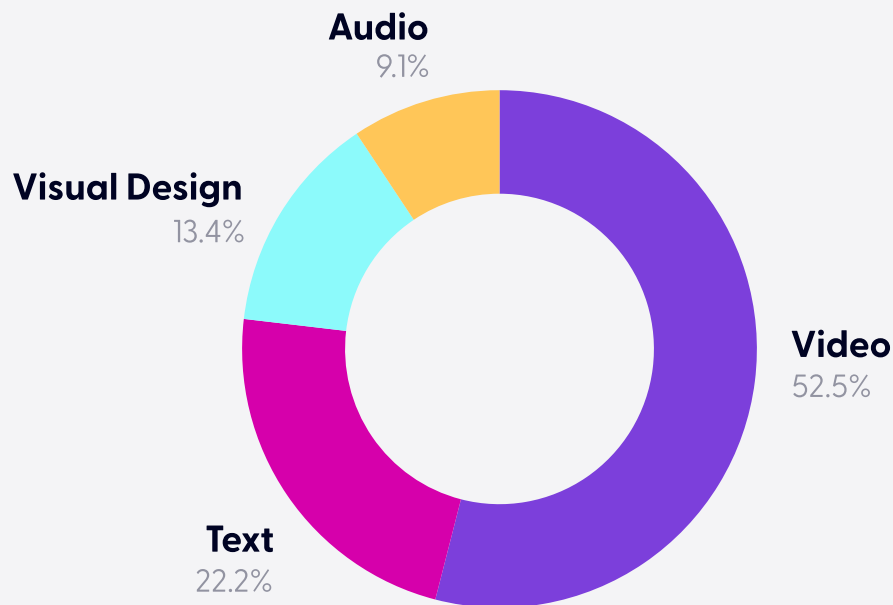
For many creators, **AI isn't just a tool to get things done faster. It's part of how they explore ideas, adapt content for different formats, and build more personalized, scalable experiences.** This supports the view that AI is becoming a **creative co-pilot**, rather than a mere productivity tool.

“We’ve crossed the threshold where AI is no longer a novelty in content creation—it’s the connective tissue holding modern workflows together. The question isn’t if teams use AI anymore—it’s how well it’s adopted and fits their voice, values, and velocity. AI is becoming less of a shortcut and more of a studio partner—helping creators stay prolific without burning out or compromising quality. The most successful tools tomorrow aren’t replacing creativity—they’re scaffolding it.”

Oskar Serrander,
Co-founder, Wondercraft

Who uses what

When asked what type of content respondents focus on most:



Video leads the way with 52.5% of creators focused on it as their primary content format. Among these video-first creators, nearly 1 in 4 report using AI across the entire video creation process.

These results confirm that video is the dominant medium across most content workflows. Importantly, among those who prioritize video, AI is being used not just for editing and subtitling, but for **end-to-end production**—from **scriptwriting and narration to post-processing and repurposing**. This correlates with trends from platforms like YouTube, TikTok, and Instagram Reels, where video is central to user engagement. However, while video leads in volume, interest in audio and design is growing rapidly—particularly among internal communication teams, educators, and those developing learning content.

Respondents also indicated that they often combine formats. For example, a learning and development (L&D) team might draft text-based training materials, convert them into audio using tools like **Wondercraft** or **ElevenLabs**, and later integrate them into an onboarding video using platforms like **VEED** or **Luma**. This multimodal approach is becoming more common as creators seek to scale and personalize their output without expanding their resources.

The rise of text-to-video and audio-to-video workflows is opening new doors. Platforms that allow users to start with a written script and quickly generate narrated videos or animated explainers are in high demand. This need is particularly acute for HR, L&D, and marketing professionals working in fast-moving, multilingual, or global organizations.

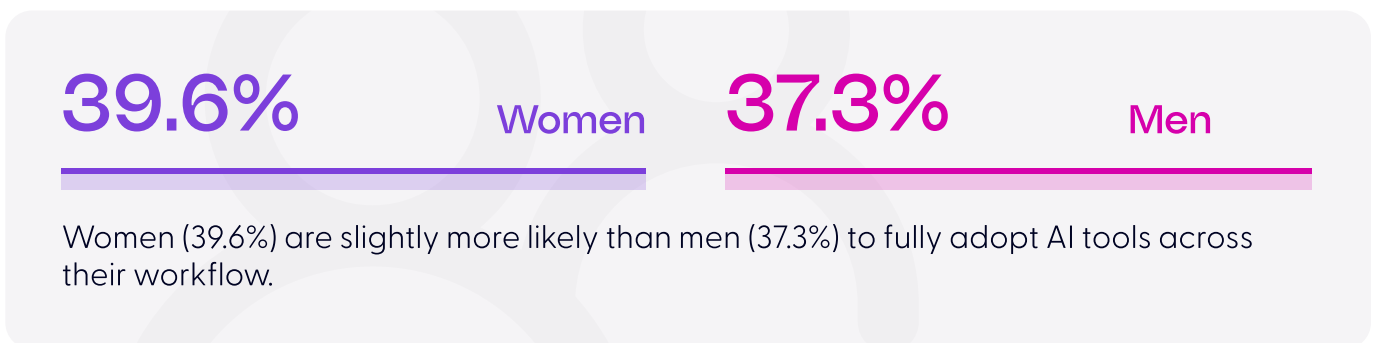
In short, video might be king—but content creation is increasingly about orchestration across **multiple media types**, with AI as the connective tissue.

"Teams aren't just editing videos faster — they're starting projects differently. With AI, you can kick off a video from a script, a voice note, or even a rough idea. At VEED, we're making it easier to generate, edit, and repurpose content in whatever way fits your workflow."

Samuel Beek,
VP of Product, VEED

Balanced AI adoption across genders

When we break down AI adoption by gender, the results show a relatively balanced landscape. Women are slightly more likely than men to fully adopt AI in their workflows, with 39.6% reporting full-process use compared to 37.3% of men. Meanwhile, men tend to report greater tool variety and experimentation across formats, particularly in video and visual design.



Gendered Patterns in AI Adoption Behavior

This contrast suggests a difference in approach rather than enthusiasm. **Female respondents appear to be more committed to tools they trust**, using AI more deliberately and consistently once adopted. **Male users, by contrast, are more likely to try multiple platforms and abandon what doesn't fit.** This pattern aligns with broader studies of digital adoption that show women often seek reliability and integration when adopting tech, while men prioritize novelty and functionality (Pew Research Center, 2023).

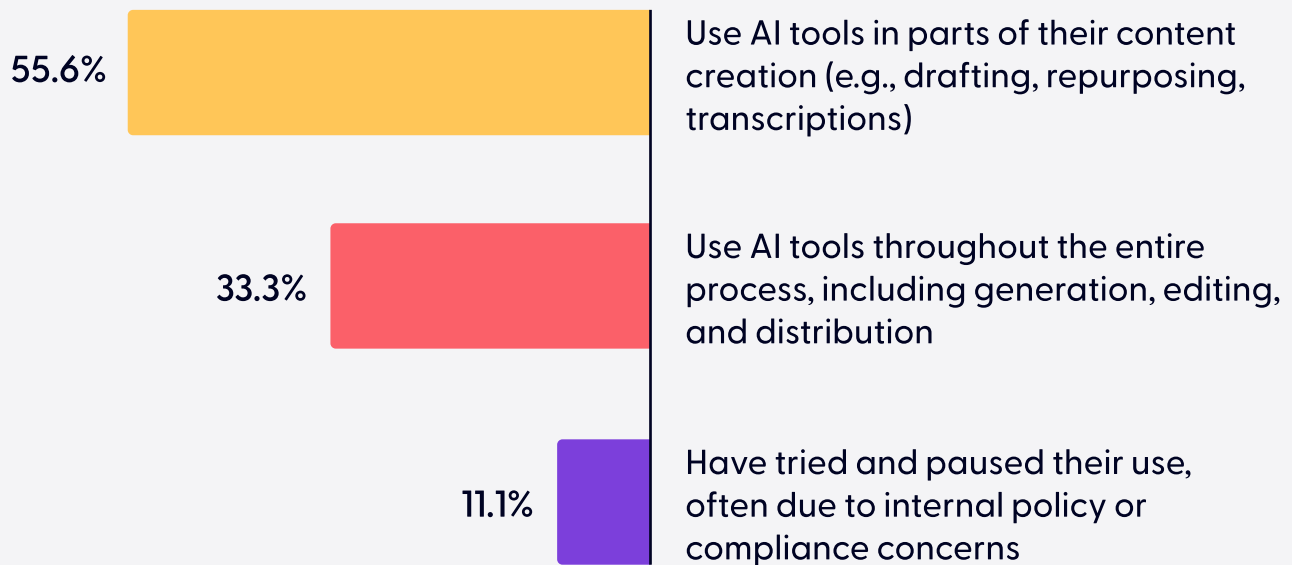
Reliability Meets Innovation

The implications for AI product teams are meaningful. Simplicity, clarity, and trustworthy results are crucial to driving sustained usage among female creators, especially in sensitive environments like HR or education. On the other hand, customization and flexibility may be more effective in engaging male users who value breadth and performance.

Both groups see value in AI—but their paths to adoption are shaped by different priorities. Platforms that can balance reliability with innovation will resonate broadly across gender lines.

HR and L&D professionals

When asked what type of content respondents create the most:



Among HR, L&D, and Internal Communications professionals, AI adoption is universal: every respondent in this group reported using AI in some capacity.

These teams typically manage onboarding programs, employee training, internal campaigns, and documentation. Their use cases include converting text-based policies into audio, localizing materials across regions, and producing knowledge-sharing videos. Accuracy, consistency, and tone alignment are critical to their workflows.

As seen in the LinkedIn Workplace Learning Report (2023), L&D teams are under pressure to deliver engaging training at scale—often with limited resources.

AI tools offer the potential to transform dense PDFs into narrated audio guides or engaging explainer videos in minutes, dramatically reducing production cycles.

However, this segment remains cautious. Many cited the need for human oversight, customizable outputs, and clarity around AI's role. Tools that prioritize brand voice, data privacy, and collaborative editing are more likely to earn long-term trust.

In short, HR and L&D professionals are not only using AI—they're helping define the standards by which it will be integrated in responsible, people-first organizations.

Educators and EdTech

Educators and learning-focused professionals are actively using AI to reshape how lessons are designed and delivered. Among them, **over 90%** report using AI in their creative workflows—either partially or fully. Roughly **1 in 3** use it throughout their entire content process, while the majority integrate it for tasks like narration, subtitles, or media adaptation.

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Many leverage tools like NotebookLM, Wondercraft, VEED, and Canva to:

Convert slides into voice-narrated videos

Create subtitled clips from lecture notes

Enhance content accessibility for multilingual or neurodiverse learners

Educators are using AI to turn static materials into dynamic, accessible formats — especially in audio and video.

Time and reach are the main motivators. By automating aspects of media production, educators can focus on pedagogy while still producing content at scale.

According to the World Economic Forum, the global AI in education market is projected to expand from **\$5.18 billion in 2024 to over \$112 billion by 2034**, underscoring the sector's growing reliance on AI to drive scale, accessibility, and personalization. By automating aspects of media production, educators can focus on pedagogy while still producing content at scale.

That said, this group ranks **quality, tone, and customization** as critical concerns. Educational content needs clarity, accuracy, and empathy. AI tools that allow script review, pronunciation control, and clear licensing are especially valued.

Expect continued growth in AI usage across schools, training firms, and self-paced learning platforms—especially where budgets are tight and scale is essential.

Advertising and Agencies

Ad creators and agency teams rely on AI to produce, test, and adapt content fast. Among this group, nearly 85% report current AI use, and more than 4 in 10 use it throughout their entire workflow. Tools like ChatGPT, ElevenLabs, VEED, and Canva are particularly common for:

Generating scripted voiceovers for ads

Creating localized social media content

Producing short-form video from longer webinars or interviews

Marketing and media professionals use AI for rapid content testing, ad variants, and repurposing across formats.

These teams are highly multi-modal, using 3–5 tools per campaign. AI helps them prototype faster and push more creative variations to market.

A recent McKinsey report found that **78% of organizations are using AI in at least one business function**, with marketing and sales among the top areas for application—validating AI's rapid integration into advertising workflows.

Key benefits include:

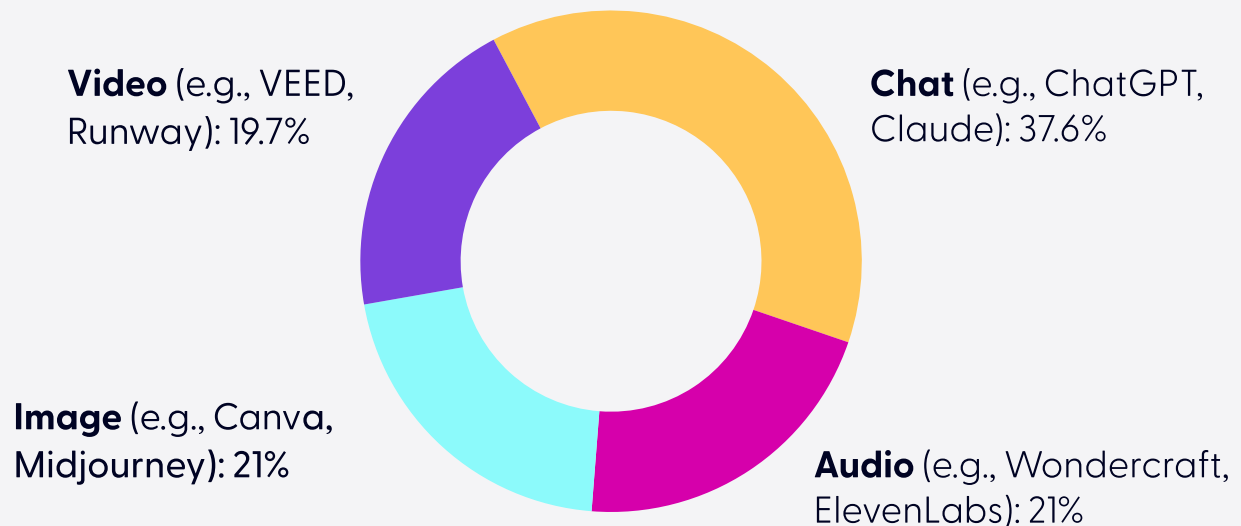
- Faster turnaround for client approvals
- Lower costs for MVP or test campaigns
- Ability to scale visuals and voice across languages

However, agency teams remain sensitive to **brand tone, output quality**, and the need to **customize voices or visuals**. Features like subtitle generation, brand kits, and script imports are often must-haves.

As content formats continue to diversify, AI will be essential in helping agencies move at market speed—without sacrificing client expectations.

AI media type breakdown

Respondents reported regular use of AI tools across:



Chat (37.6%) is the most used AI format, followed closely by audio and image (21%) each.

Chat remains the most widely used format due to accessibility and low barrier to entry. Tools like ChatGPT and Claude are used for idea generation, scriptwriting, content summarization, and brainstorming. They're often the first step in the creative process, helping users brainstorm, outline, or script content that later evolves into images, videos, or audio.

Audio and image tools follow closely behind. Audio is growing especially fast due to its unique use cases in e-learning, accessibility, and internal comms. Platforms like Wondercraft and ElevenLabs are empowering users to create studio-quality voiceovers without equipment or professional voice talent.

Similarly, image generation tools like Midjourney and Canva are shortening the design cycle, allowing non-designers to create visual assets instantly.

Video AI tools, while more complex, are gaining ground. VEED, Runway, and Luma enable creators to animate, enhance, or produce video with minimal editing skills. As these platforms improve in stability and customization, adoption is expected to rise.

Ultimately, **the majority of creators use AI tools across multiple media types.** A typical workflow may start with a chatbot, move into voice cloning, and finish with an AI-edited video. The platforms that facilitate this cross-format flow most efficiently will win.

“While video remains the primary medium for brand messaging, AI-powered tools like Wondercraft are lowering the barrier to audio production—enabling marketing teams, internal communications, HR, and other departments to launch high-ROI podcasts for their organizations.”

Dimi Nikolau,
Co-founder, Wondercraft

Unexpected adoption patterns from young creators

41.8%

Only 41.8% of creators under 25 use AI throughout their workflow – significantly lower than older age groups.

While younger generations are often assumed to be the early adopters of new technologies, our data reveals a more nuanced reality. Among creators under the age of 25, only 41.8% report using AI throughout their content creation process—well below the average across all age groups. In contrast, nearly 19% have never used AI, and 11% tried it but later discontinued use.

This lower rate of consistent adoption may be due to several factors. First, **younger creators are often still exploring their craft and may not yet feel the need to optimize or automate their workflow.** Second, budget constraints could limit access to premium AI tools, particularly for students or freelancers just starting out. Lastly, a lack of institutional onboarding—such as structured training in AI within education or entry-level jobs—can delay confidence in using these tools.

However, younger creators are not uninterested. Many report using free or entry-level AI tools like ChatGPT, Canva, or VEED to experiment with ideas or accelerate creative testing. For this group, AI appears to be a gateway to faster ideation rather than a tool for finished work. Platforms that offer generous free tiers, education licenses, or creator-focused templates are well positioned to engage this cohort as their experience matures.

“It’s ironic—but the youngest creators, who live and breathe digital as the “AI natives”, aren’t yet going all-in on AI. That tells us adoption isn’t just about age or tools—it’s about mindset, trust, and the shape of creative ambition.”

Oskar Serrander,
Co-founder, Wondercraft

Income and Education

AI adoption appears widespread across income and education levels, but the **type of usage differs significantly**. Respondents with higher incomes and postgraduate degrees tend to integrate AI **strategically**, often using it to streamline parts of their workflow without replacing human input. In contrast, lower-income respondents with bachelor's degrees or some college education are more likely to use AI **throughout** their creative process.

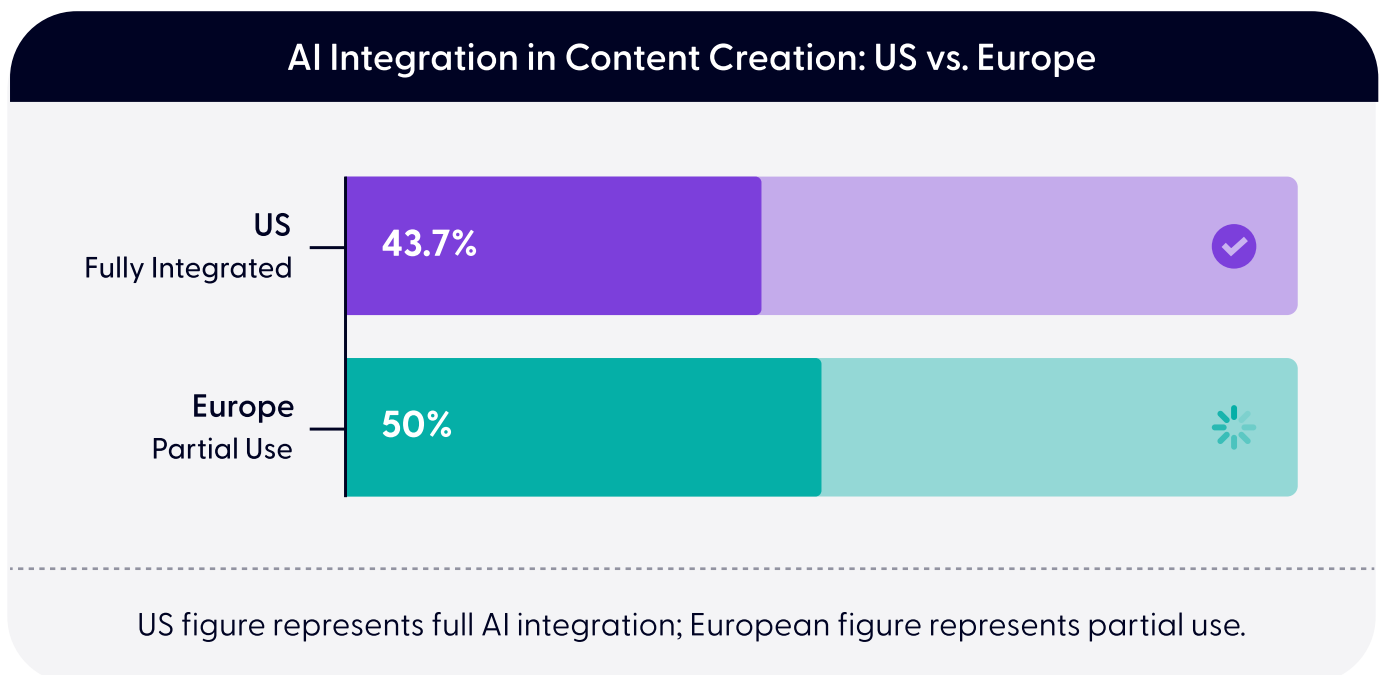
This distinction highlights how AI tools are being used both as accelerators and equalizers. For highly experienced professionals, AI is a way to maintain quality while increasing efficiency. For emerging creators or under-resourced teams, AI is a way to unlock production capacity they might not otherwise afford—such as voiceovers, motion graphics, or social media assets.

The opportunity here lies in making AI not just accessible, but also adaptable. Tools that can scale from basic to advanced functionality, and offer clear onboarding paths, will serve creators across the income and experience spectrum.

Postgraduates tend to use AI selectively, while those with less formal education are more likely to use it end-to-end.

Regional trends: US vs Europe

Regional differences in AI usage are subtle but meaningful. Respondents from the United States are more likely to report full integration of AI into their content workflows (43.7%), whereas their European counterparts show higher rates of partial use (over 50%), signaling a more cautious but consistent approach.



This divide could be cultural or regulatory. European professionals may be more influenced by GDPR, corporate data privacy rules, or educational norms that emphasize human-authored content. Meanwhile, American creators—especially in marketing and tech—tend to adopt new tools earlier and push them to production faster.

Regardless, both regions report high interest in new tools. Over 80% of respondents globally said they are eager to try new AI technologies, with factors like ease of use, affordability, and seamless integration driving that interest. Platforms that prioritize localization, multilingual support, and transparency will thrive in European markets, while US markets may reward feature-rich, API-friendly, and cross-platform tools.

The rise of the AI stack

Most users rely on a stack of 3+ tools, with ChatGPT, VEED, Canva, and ElevenLabs leading by category.

Most creators are not loyal to a single AI platform. Instead, they build stacks of tools that work together across tasks and formats. On average, respondents use more than three AI tools regularly. This modular approach allows for flexibility but also creates friction when tools don't integrate well.

The most cited tools by category include:

- **Chat:** ChatGPT, Claude, Perplexity
- **Audio:** Wondercraft, ElevenLabs, Google
- **Image:** Canva, Midjourney, Adobe
- **Video:** VEED, Runway, Luma

This ecosystem mindset reflects a shift from monolithic software to **specialized services**. Success for AI platforms increasingly depends on being best-in-class in a specific format while remaining easy to integrate with other tools across the content stack. Easy export options, file compatibility, and support for formats like MP3, MP4, or SRT are now table stakes.

The best AI tools will prioritize working smoothly with others and fitting naturally into everyday workflows.

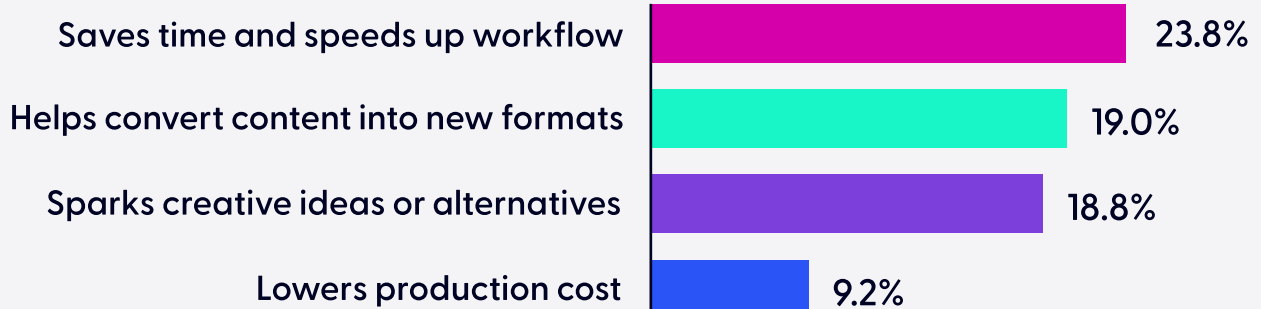
“The modern creator isn't confined to a single medium – AI tools like Wondercraft are empowering them to be everywhere at once. In HR, it's onboarding videos; in education, it's narrated lessons; in advertising, it's localized campaigns. Text, audio, video, or any of these combined.”

Mingqi Yin,
Head of Operations,
Wondercraft

Top benefits and concerns

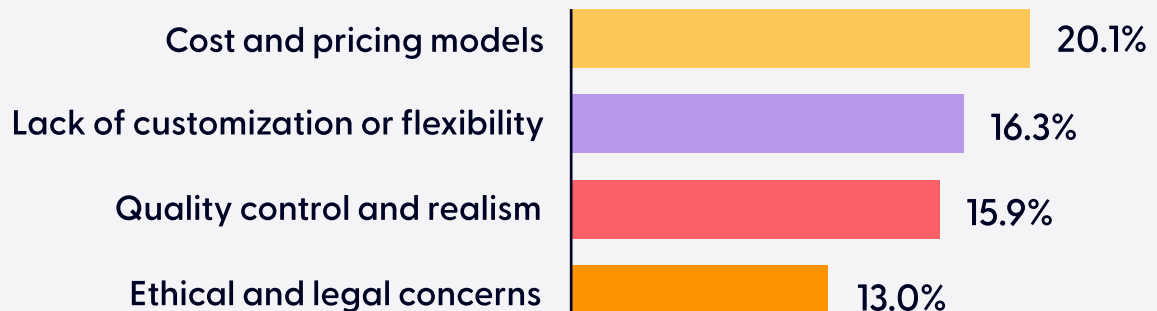
Time savings (23.8%) is the top benefit, while cost (20.1%) remains the top concern.

When asked what value AI brings to their content process, creators named the following top benefits:



These responses align with the framing of AI as a **creative partner** rather than a replacement. Tools that enhance productivity without diminishing originality are the ones gaining the most traction.

When asked what are their biggest concerns with AI tools, creators cited:



Tools that address these head-on—offering adjustable outputs, transparent sourcing, and flexible pricing—will stand out in a crowded market.

What's next

The future of AI is multimodal, workflow-integrated, and team-centered. Teams seek tools that are fast, collaborative, and compliant.

The future of AI in content creation is shaping up to be **multimodal, team-focused, and transparent**. Teams want tools that help them create, repurpose, and distribute content quickly—across video, audio, design, and writing—without losing quality or control.

This is especially true for internal-facing functions like HR and L&D, where content must be not only accurate and consistent, but also engaging, accessible, and brand-safe. These teams are looking for platforms that:

- Offer editability and review workflows
- Convert text to audio or video in just a few clicks
- Match tone of voice and company culture
- Respect security and compliance frameworks

For ad-focused creators and marketers, speed and iteration matter most. Tools that integrate directly with performance analytics or ad platforms—allowing quick testing of new formats—will be invaluable.

AI is no longer a fringe solution—it's becoming the default starting point for content creation. The platforms that thrive will be those that **enable creativity, reduce friction, and respect the user's voice**.

"The future of content is fast, flexible, and deeply personal. AI is not just a tool; it's a collaborator that helps teams tell their stories more effectively. At VEED, we're building towards a world where anyone can create compelling video content, by removing more and more barriers to entry with AI"

Sabba Keynejad,
CEO & Co-founder, VEED

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