

2026

State of Video Technology:

AI Video, Personalization and Beyond

Market research by:





WHAT IS THE 2026 STATE OF VIDEO TECHNOLOGY REPORT?

This is an annual study conducted by Atomik Research and commissioned by Idomoo, surveying a representative sample of 2,000 consumers in the U.S. and the U.K. about their preferences in how brands communicate with them, particularly when it comes to video. The report also includes an additional 500 business owners for deeper insights into business video needs.

The demand for video is rising – but brands still aren't keeping up, despite the increased availability of (and interest in) AI video tools.

As they've told us for the past four years, most people (80%) want more video content from brands. They expect it to be personalized and high quality, and businesses are exploring AI video as a practical solution to meet this demand.

If 2025 was the year of AI video experimentation, 2026 is the year of consumer adoption. But while the demand for video ticked up slightly (from 78% last year), the number of customers who frequently get videos from brands fell slightly year over year, from 15% to 13%. That means the video gap hasn't closed – and may even be growing.

This, despite the fact that consumers are more keen than ever when it comes to wanting AI videos from brands: **74% of consumers** are interested this year, compared to 65% last year. Far from being wary of the technology, users see it as a tool for clarity. Whether it's explaining a complex insurance policy or summarizing a monthly bank statement, the expectation is now video first, additional text or supporting content second. In a direct comparison, 70% of consumers said they would prefer to receive an AI-generated video summary rather than a document with the same info.

Another trend carried over from previous years is the unequivocal demand for personalized video. **Consumers are 4x more likely to want a personalized video than a generic one.** It makes them feel more valued by the brand and increases both trust and loyalty.

Consumers aren't just open to video – they're demanding it. The question for brands isn't whether to invest but how fast they can close the gap.

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But businesses are falling woefully short when it comes to using video for its full potential, not just commercials but as a customer communication tool. This year, 46% of consumers say they never receive video communications from the companies they trust (though this could also be

impacted by deliverability in cases where brands are over-reliant on email distribution). And even fewer people say they receive personalized videos.

That's money left on the table for brands. There's a strong correlation between advanced video tech (such as video that's personalized or AI-generated) and customer purchase intent. People are 2x more likely to buy from brands that leverage this kind of video.

But if there's an upside for brands who adopt this technology, there's a risk for those who don't. When brands fail to deliver engaging, relevant video content, consumers don't just shrug it off. Over half (52%) say they'd consider switching to a competitor, 40% say it makes them feel the brand doesn't care about them, and **45% get frustrated when communications aren't personalized.** These are more than preference signals — they're warning signs.

This preference is particularly marked when we look at consumer groups like Gen Z and millennials as well as high-income earners. Reinforced every year in this market study, the young and the affluent, though completely different demographics, have very similar attitudes when it comes to video.

They both want more video, especially personalized video, and are more apt to reward brands that use these tools (and punish those that don't).

Consumers are 2x more likely to buy from businesses that use innovative video technology.

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Two other cohorts also stand out in their high demand for video: minority consumers and those who are tech-savvy. **87% of minorities want more video content from brands**, as do 86% of digital-first consumers.

What's a business to do? The answer increasingly comes down to video velocity — the ability to produce high-quality, hyper-personalized videos quickly. The good news is that AI dramatically cuts the time it takes to create a video, often from months down to minutes. And when production is faster, that enables brands to create more videos that are more relevant. This directly addresses a concern customers have around generic content: A whopping 57% of Gen Z feel brands who send them generic and irrelevant communications don't respect their time, but 92% still want more video from brands.

On the plus side, businesses seem keen to adopt AI video tools. Nearly **9 out of 10 executives** (88%) are on board with prompt-to-video tools. The appetite and technology are there — now it's a matter of execution. With the video gap stubbornly persistent and consumers ready to walk, brands that move slowly risk losing ground to those that don't.



92%
of Gen Z
want more video
content from brands.

The Widening Video Gap

Consumers love video. Brands love video. But somehow, the video gap is growing.

Year after year, the data tells the same story: Consumers want far more video from the brands they interact with. In 2026, 4 out of 5 consumers said they want more video content from businesses, and of those who do get videos, 84% enjoy them.

Despite these overwhelming preferences, most consumers (73%) say they rarely or never receive video communications.

And 46% claim they never get any video at all. That seems high, but what brands send isn't always what consumers see. Because videos are often sent via email, where links and attachments can get flagged or filtered, much of that content may never make it to the inbox. It's a compelling case for distributing videos across multiple channels, from in-app to SMS.

Only a small minority of consumers (13%) say they actually receive videos from brands frequently. This creates a massive "video gap:" the chasm between what consumers want and what they actually get. For brands, it's both a cautionary signal and a competitive opportunity.

84%
of consumers
who receive video content from brands say they like it.

Consumers Want More Video...



80%

of respondents want brands who communicate with them to use video more

But Brands Aren't Delivering



13%

of respondents frequently receive video from brands

Younger consumers are especially hungry for video. 92% of Gen Z want the brands who communicate with them to use video more, as do 91% of millennials.

92% of Gen Z want more video content from brands.

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Video, But Make It Personal

Personalization isn't a nice-to-have. It's the expectation.

When given a choice between a personalized video and a generic one, the verdict is clear: Consumers want it personalized. This year, consumers prefer personalized video over nonpersonalized 4 to 1.

Gen Z and millennials are especially eager for brands to send them personalized videos (video content that seamlessly incorporates relevant customer data). They're also 7x more likely to prefer a personalized video over a nonpersonalized one. For brands who market to these demographics, that's an imperative.

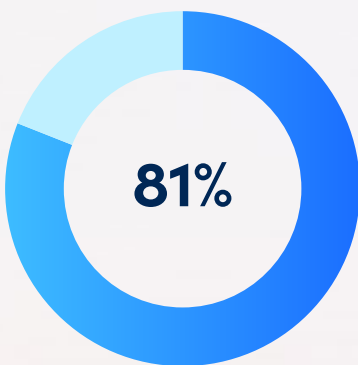
Why do people want personalized video? Because it's easy to understand, engaging and – most importantly – makes them feel valued by the brand. Across every attribute measured, consumers prefer personalized video over generic by a wide margin.

Consumers are

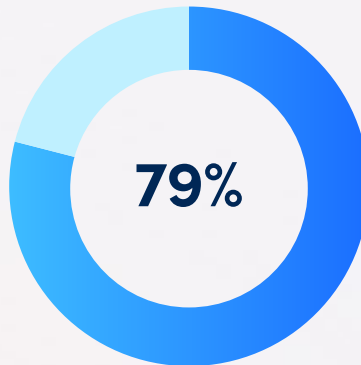
4x
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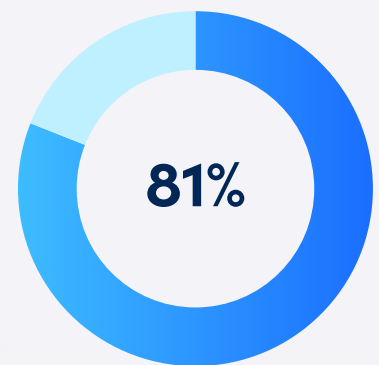
What Personalized Video Delivers



"More engaging"



"Makes me feel the business cares about me"



"Easier to understand"

Interestingly, this demand for personalized video crosses industries with financial services, healthcare and loyalty programs leading.

Consumer expectations around personalization are nothing new. We've seen it every year in this market study (see the 2025 study [here](#)) as well as data from Gartner and McKinsey & Company, among others. But consumers don't just expect personalization. They're upset when it's absent.

Where Consumers Want Personalized Video Most

- 1 Insurance
- 2 Healthcare
- 3 Loyalty Program
- 4 Bank & Pensions
- 5 Phone Carrier

Nearly half of your customers (45%) are frustrated when they receive generic communications, and over half (52%) think you don't respect their time when you don't personalize. But they may not tell you before they churn.

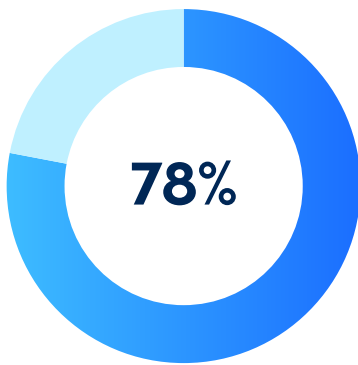
The good news is that most consumers (65%) are happy to share data with brands they do business with in exchange for a more personalized experience. This near two-thirds majority is the same as last year, and consumers trusting brands to keep their data secure even rose slightly year over year: from 76% to 79%.

52% of your customers feel disrespected when brand comms aren't personalized. The silent majority won't tell you – they'll just leave

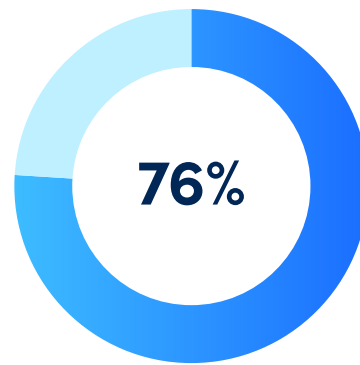
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Younger consumers (Gen Z and millennials) are particularly interested in personalization. 76% would be willing to share data to enable personalized experiences, and 78% want more personalization.

Younger Consumers Demand Personalization



want more personalization than they're getting



would share data to enable personalization

When you don't have customer data, interactivity is another way to personalize that consumers favor. Brands can add immersive interactivity to multiple video scenes, letting users answer questions, select scenes to skip or rewatch, and click interactive tooltips for more info. All of this is data that helps a company learn more about their audience.

This year, 78% of consumers are keen to receive interactive videos from brands, fairly consistent with last year (77%). Gen Z remains the most interested in interactive video – 90% would like to get this type of content from brands.

9 out of 10

zoomers want videos they can interact with – clicking CTAs, choosing paths or entering their own data for real-time updates.



The New KSF: Video Velocity

Closing the video gap means producing more video, faster — and AI is the way to get there.

The data already presented paints a clear picture: 80% of consumers want more video, 80% want personalized video, yet only 13% frequently receive video content from brands. The gap between demand and delivery has persisted for years, and it won't close at the current pace of production.

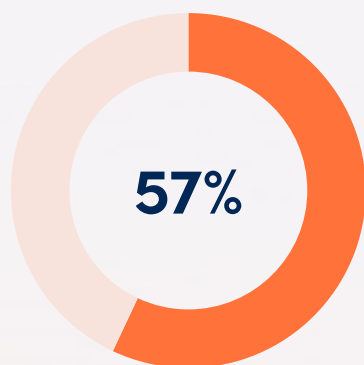
This is where video velocity comes in — the ability to create any video content, fast. Traditional video production is too slow and expensive to keep up with consumer expectations and enterprise requirements. Brands need a sustainable way to create more videos faster.

Video velocity has another benefit: It ensures timely delivery so the content is fresher and more relevant, just as consumers demand. Over half (59%) of those who want more video from brands say it has to be personalized or relevant to them.

Video velocity is the next key success factor for enterprises. It is the key to keeping up with consumer expectations.

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The good news is that AI can cut the time it takes to create a video by over 90% — from months to minutes. And when production is faster, brands can create more videos that are also more relevant.



of Gen Z feel generic, irrelevant content from brands disrespects their time.

This addresses both the video gap and consumer frustration with generic content. Over half of all consumers (52%) and 57% of Gen Z believe a lack of personalization disrespects their time.

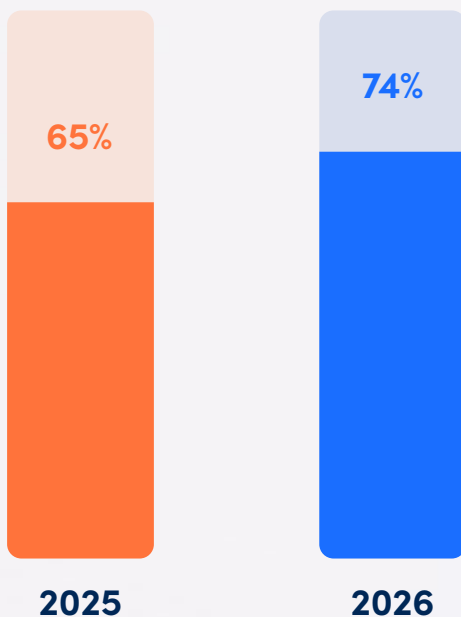
The brands that win will be the ones that treat video not as a campaign asset but as a communication channel, embracing AI to deliver personalized, relevant video content at the pace and volume their customers expect. Those that don't will keep falling behind and, as seen elsewhere in this study, risk alienating their customers.

AI Video Is Ready for Prime Time

Consumer interest in AI-generated video surges to new heights.

The biggest year-over-year shift in this study belongs to AI. Consumer interest in AI-generated video leapt 9 percentage points – by far the largest single-year gain on any metric.

Consumers Interested in AI Video From Brands



Nearly three quarters of consumers are now interested in receiving AI videos from brands, a remarkable increase from just one year ago. This acceptance is likely driven by growing familiarity with AI tools in daily life.

When shown a document alongside an AI-generated video with the same information, consumers were 3x more likely to find the video easier to understand – even knowing it was made with AI. This preference held across generations, genders and income levels, proving that video wins when it comes to clarity.

Similar to last year, consumers appreciate transparency when it comes to AI: 75% would want to know if the video they received was created with AI tools. But this won't necessarily have a negative impact. If anything, consumers are interested in the potential with AI video.

Consumers are

3x

more likely

to find an AI video generated from a document easier to understand than the document itself.

The Cost of Standing Still

There's a carrot and a stick – and consumers are wielding both.

Brands that invest in innovative video for customer communications are rewarded. Those that don't face consequences. The data shows both sides clearly.

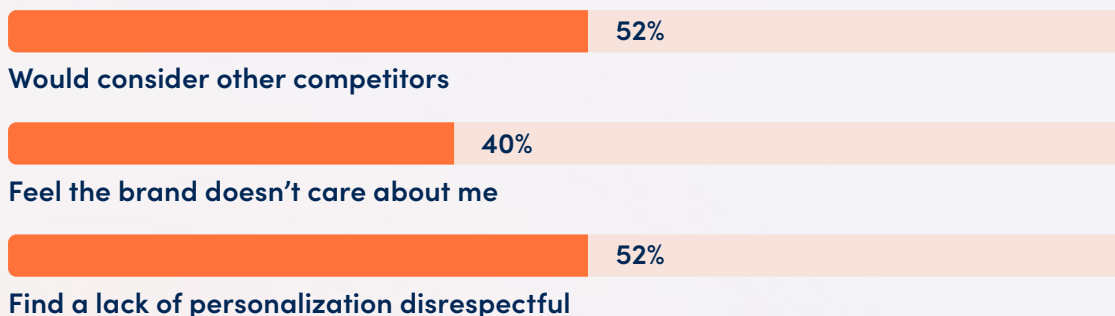
The Carrot

When brands leverage AI and personalized video strategically, consumers respond well.



The Stick

When brands ignore video and personalization, consumers get frustrated.



As mentioned above, frustration over generic, text-based communications doesn't always turn into a customer complaint. It could simply mean they "consider other competitors" and quietly leave. The takeaway for brands? Innovation in video is now a retention strategy, not just a marketing tactic.

Video innovation isn't just a marketing tactic. It's a retention strategy.

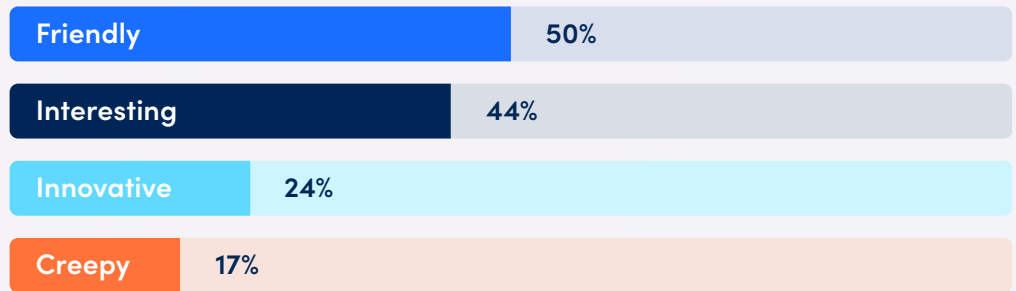
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Meet Your Friendly AI Avatar

First impressions are in – and AI avatars are winning people over.

One new component of this year's study was testing people's reactions to AI avatars. Feedback was overwhelmingly positive. "Friendly" was the word used most often to describe them, followed by "interesting."

How Consumers Describe Avatars in Videos



**Note: Respondents could select all that applied. 21% were neutral.*

Nearly two thirds of consumers were interested in receiving videos from brands that feature avatars. This is slightly higher for younger consumers (69%).

But what's interesting is how frequently people want to see their avatar in the video. While 55% Gen Xers and older say they want the avatar present throughout the video, 70% of younger generations say the same.

65%

of consumers

want to receive avatar videos from brands.

Younger consumers are also more likely to want avatar videos from their employer (64%) and companies marketing to them (68%).



Gen Z Demands Video Innovation

Surprisingly, the preferences of high-income earners closely align with those of Gen Z and millennials.

Younger generations and higher earners — two cohorts that have little overlap demographically — are consistently the most eager for video, personalization and AI. This is consistent with findings from every year of this market study.

Want More Video



Want More Personalization



Interested in AI Video



Younger generations (Gen Z and millennials) as well as high-income earners aren't just slightly more favorable — they're in a different league. High earners, in particular, are 12 percentage points more likely than the general population to want more video content from brands. Both groups are also more likely to want personalized video from brands.



One interesting finding, consistent with last year's data as well, is that millennials are considerably more favorably disposed to AI. In this case, it's not about AI video.

While 66% of millennials feel positive about artificial intelligence, only 55% of Gen Z can say the same. This likely reflects the younger generation's more cautious, nuanced relationship with a technology that increasingly shapes their future.

But put an AI-generated video in front of them and the skepticism fades. When asked if they prefer a video generated from a document or the document itself, Gen Zers overwhelmingly (72%) prefer the video, even though they were told it was made with AI.

And over two thirds say receiving the video would make them more likely to feel valued by the business and more likely to remain a customer.

Gen Z and millennials are

7x

more likely

to want a personalized video rather than a generic one.

Along with millennials, Gen Z is also a fan of having avatars in their video – 70% want it throughout the video.

Similar to last year's finding, digital-first consumers (those who rank themselves as highly comfortable with digital technologies) share brand communication preferences closely aligned with the young and affluent. They're more likely to want personalized video (84%) and AI video (80%), and if they don't get it, most (55%) will consider other competitors.

Advanced Video Tech Fosters Inclusion

Like the young and the wealthy, minorities are especially keen for brands to use video for customer communications.

The data is remarkably stable year over year. 87% of minority racial and ethnic groups want brands to use more video, outpacing the general population average of 80%.

They're also more interested in video with advanced capabilities, just like young and more affluent consumers. In fact, minorities mirror those early adopter cohorts closely in most of their brand communications preferences: 87% want personalized video, 88% want interactive video, and 84% are ready for AI video. Two key reasons appear to be clarity and feeling the brand values them – 87% believe a personalized video would make a new product or service easier to understand, and 81% say brands that invest in high-quality video make them feel more valued.

On the flip side, they're more likely to get upset when their expectations aren't met: 57% feel brands who send them nonpersonalized content don't respect their time, and 58% would consider other competitors if a brand doesn't bother to invest in advanced video communications.

78%
of minority consumers

would like to see communications be more personalized in the future.

83%
of minority consumers

feel personalized video shows the brand cares about them.

The No. 1 organization they want to hear from in a personalized video? Their healthcare provider. (Their insurance company takes the No. 2 spot.) Two thirds want personalized videos from their employer – exactly aligned with Gen Z preferences where 66% say the same.

The good news is that minority consumers are also more likely to share data with brands – when it adds value, that is: 72% say they'll share their data if it helps brands deliver a more personalized experience. They're also more likely to feel positive about AI and expect personalization.

For brands serious about inclusion, personalized and AI video content isn't just a good communication strategy. It's a meaningful differentiator.

Video Quality Matters

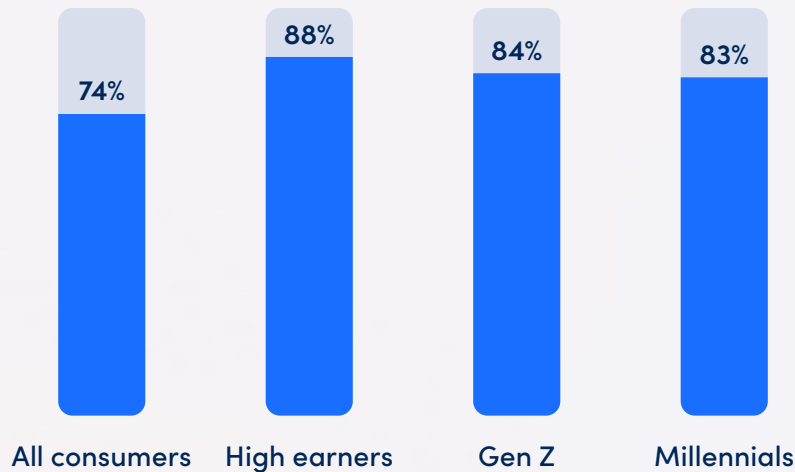
Does quality matter? Consumers say yes.

But there's a caveat. While most consumers (74%) feel more valued by a business that invests in high-quality video communications, it doesn't supersede the demand for video itself. Given the video gap identified earlier, concern over the quality of video content shouldn't be a barrier that stops brands from using video in customer communications.

Remember that 84% of consumers who receive videos from brands are already happy with what they're getting (they just want more). Getting started matters more than getting it perfect.

That said, quality does move the needle – especially with younger and more affluent consumers. High earners are already the most enthusiastic video audience, and they're especially pleased when those videos are higher quality.

Consumers Who Feel More Valued by High-Quality Video Communications



Quality also drives purchase behavior, particularly among these early-adopter demographics. While consumers are 2x more likely to purchase from a brand that invests in advanced video tech, that rises to 2.5x for Gen Z and millennials and a staggering 4x for high earners. And brands that don't invest risk losing their most valuable customers. Over half of high earners and younger consumers (62% and 57% respectively) say they'd consider switching to a competitor if a brand fails to deliver this type of video content.

High earners are

4x

more likely

to buy from a brand that uses
next generation video

Of note, when it comes to what consumers want in AI-created video, overall quality ranks No. 1, consistent with findings from last year.

The takeaway is clear. When it comes to video, the most important part is to jump in. Value creation is immediate, and you can figure the rest out as you go.

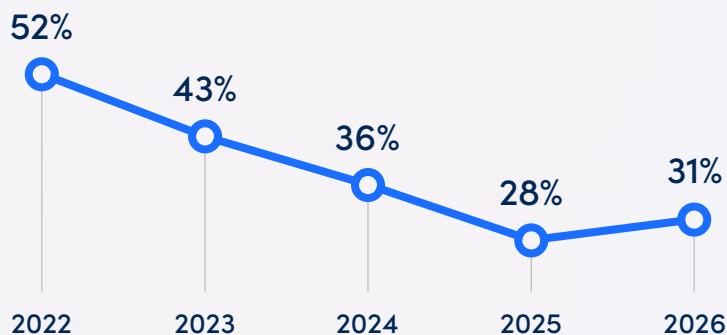
Going Beyond Email

Consumers want video – and they want it everywhere.

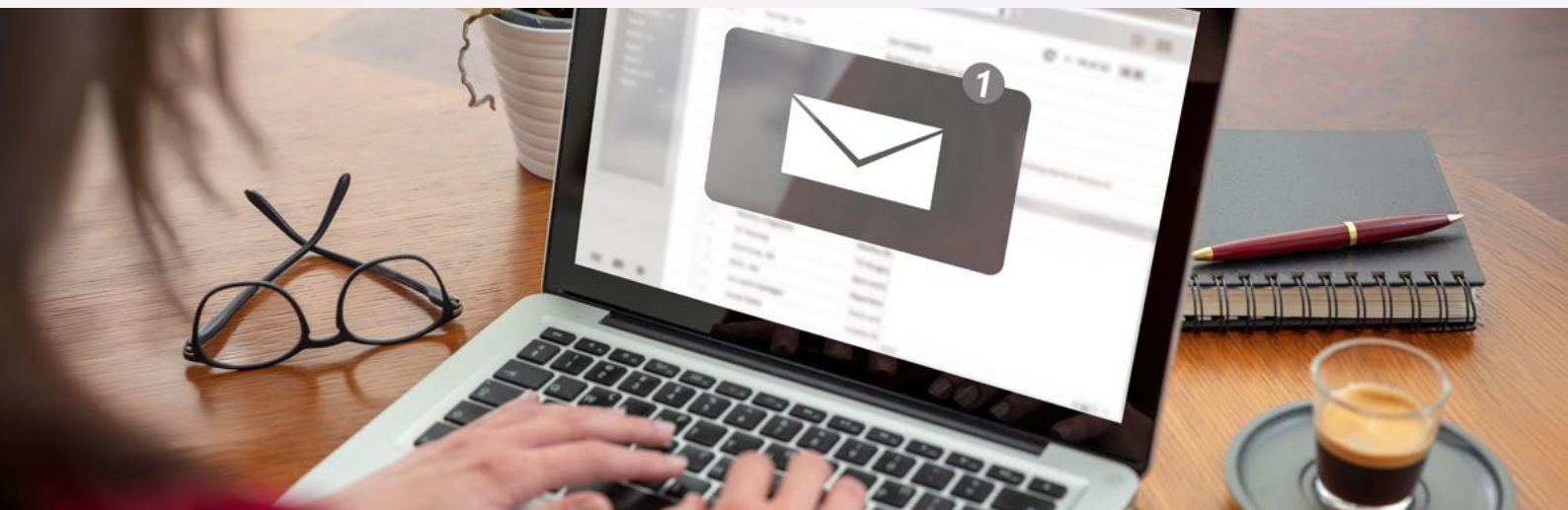
When it comes to how brands should deliver digital content, consumers make it clear they want convenience. If “video” is the mandate for content, the demand for delivery is “omnichannel.”

With options ranging from email and SMS to in-app, website, social media, and more, brands often wonder – where should they focus? The honest answer: all of the above. Email remains the top-ranked channel for brand communications, but its lead has narrowed dramatically – from 52% ranking it as their most preferred channel back in 2022 to 31% today, where it appears to be stabilizing. With no single channel commanding a majority, consumer preferences are more fragmented than ever, reinforcing the case that omnichannel messaging is essential.

Consumers Who Prefer Email for Brand Messages



This is especially important when we consider the video gap. As noted earlier, 46% of consumers believe they don't receive any video content from brands – a number that likely reflects a distribution problem as much as a production one. If brands are overly reliant on a single channel like email, deliverability issues alone could mean a significant portion of consumers never see it. This means omnichannel distribution may be an effective lever for brands looking to close the video gap, giving consumers multiple ways to find and consume the video content they want so much.



Consumers are saying this directly too. Nearly three quarters (74%) prefer brand messaging be available across multiple channels. And that number climbs consistently among key audiences – meaning the groups brands most want to reach are the ones demanding the most flexibility in how they're reached.

Email is still king for brand comms with 31% of consumers ranking it No. 1 in 2026. But that's down from 52% back in 2022.

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Consumers Who Want Multichannel Messaging



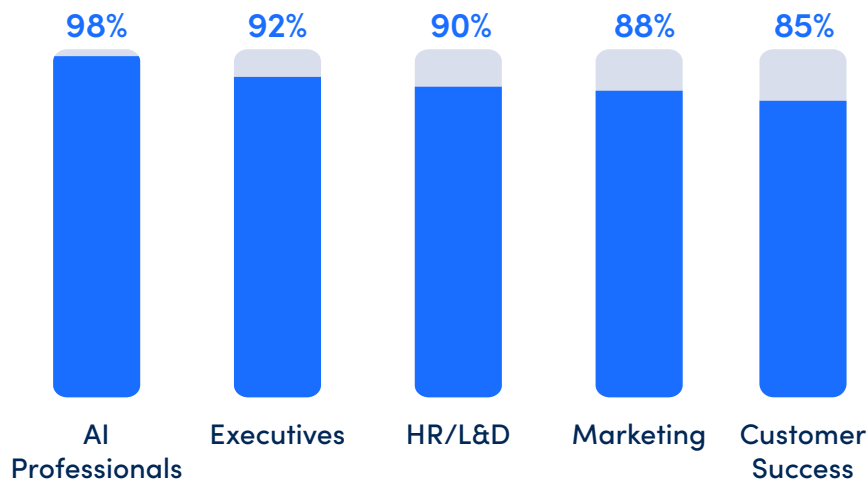
Spotlight on Business

AI tools are democratizing enterprise video creation, and teams across organizations are keen to jump on board.

Consumers want more video, but as we've seen, producing it at scale remains the core challenge for businesses. With AI, that's changing. Across employed and self-employed workers, 78% expressed interest in creating videos with AI.

Compared with last year, interest in AI video creation is up slightly across departments as more people become (or consider becoming) creators – video is no longer limited to the marketing team or those who have access to expensive studio resources. Interest in AI video creation is especially high among key job roles like executives, HR and marketing.

AI Video Interest by Job Role



Videos Business Professionals Want To Make

In order of preference

- 1 Personalized videos
- 2 Short-form social videos
- 3 Video ads
- 4 Explainers
- 5 Long-form videos

One of this year's standout new findings is interest in doc-to-video – the ability to upload a file like a PDF or PowerPoint and generate a usable video from it. As highlighted earlier, consumers showed they were clearly interested in receiving AI videos generated from docs (70% preferred the AI video over the doc). And businesses are also keen to create doc-to-video content. Interest is highest among marketers (81%) and business leaders like CEOs and department heads (84%).

When employed and self-employed workers think about what they'd actually make with AI, their priority is clear: personalized video.

Interestingly, appetite for creating personalized videos with AI extends well beyond the marketing department. HR and L&D professionals index notably high with 57% ranking personalized video as the No. 1 type of video they'd make with AI, edging ahead of marketing at 56%. 67% of HR and L&D workers also like avatars in videos, and the same percentage is interested in creating videos from documents using AI. This points to the growing demand for personalized AI video in employee training, onboarding and internal communications.

AI is a force multiplier when it comes to video production. Nearly two thirds (65%) of business owners said having an AI that could create

In the workplace, L&D and HR professionals are among the most interested in creating personalized AI videos, surpassed only by business executives and employees working in AI.

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a video in minutes would make them start or increase video production. The C-suite is even more enthusiastic: 88% say having access to this kind of tool would make them start or increase video output. This reinforces what we found last year — your boss wants you to use AI video.



Conclusion

These are the top 10 numbers that tell the story of what consumers want in 2026.

The message from consumers is clear and getting louder: They want video, they want it personalized, they're ready for AI, and they'll reward the brands that deliver — or leave for those that do.

The video gap persists.

80%

of consumers want more videos from brands while **46%** believe they never receive videos.

Video innovation boosts ROI.

2x

Consumers are 2x more likely to buy from a brand that uses next gen video.

Gen Z wants video the most.

92%

of Gen Z wants more video content from brands than they're currently getting.

Digital friends are still friends.

65%

of people are interested in videos that feature AI avatars with **50%** describing them as "friendly."

Personalization always wins.

4x

Consumers are 4x more likely to want a personalized video than a generic one — and Gen Z and millennials are **7x** more likely.

Text is passé.

3x

Customers are 3x more likely to find an AI video generated from a document easier to understand than the document itself.

Video fosters inclusion.

87%

of minority consumers want personalized video from brands.

AI video is ready for prime time.

74%

of people want AI videos from brands, up from **65%** last year.

Your boss wants AI video.

92%

of business executives are interested in creating AI videos. They're followed closely by **90%** of HR and L&D professionals and **88%** of marketers.

Lag at your own risk.

52%

of customers would consider switching to a competitor if a brand doesn't invest in next gen video. Millennials (**59%**) and high earners (**62%**) are especially likely.

Sharing This Report

You are welcome to share data from this market study on your website as long as you provide a link to [Idomoo](#) in a prominent place alongside the statistics and findings shared.



Methodology

Idomoo commissioned Atomik Research to conduct an online survey of 2,000 consumers in the U.S. and U.K. The sample consists of 1,000 U.S. adults and 1,000 U.K. adults. Demographic characteristics such as gender, age, region, employment status and household income are representative of each country's overall population. The margin of error is +/-2 percentage points with a confidence level of 95%. Fieldwork took place Jan. 9-19, 2026.

High earner respondents are considered to be those with an annual income over \$150,000 in the U.S. or over £75,000 in the U.K.

The survey also included an oversample of 500 self-employed business owners in the U.S. and U.K. to achieve statistical validity when

summarizing findings for those who are self-employed. The 500 additional self-employed respondents with the 108 self-employed respondents from the consumer study yielded an overall sample of 608 self-employed individuals. The overall margin of error for this cohort is +/- 4 percentage points with a confidence level of 95%.

Consumers were shown various personalized and AI videos created using [Idomoo's AI video platform](#) to gain an understanding of this concept prior to being asked questions related to the survey topic. They were also shown a nonpersonalized video as a point of comparison.

Atomik Research is an independent, creative market research agency.

About Idomoo

Idomoo is the premier enterprise AI video platform, trusted by leading brands like JPMorganChase, Verizon and American Airlines for video creation and personalization at scale. With Lucas AI Video Agent, companies can create ready-to-use videos from simple prompts and personalize them for any use case – from sales to onboarding to L&D. This unique approach cuts production time and costs by over 90% while boosting engagement and conversions.

Learn more at www.idomoo.com.

About Atomik Research

Atomik Research, a division of 4media group, is a versatile market research agency offering insightful qualitative and quantitative findings that get people talking.

Their dedicated team includes experts with backgrounds in consumer research, behavioral profiling, business intelligence, communications, performance measurement and advanced data analytics.

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