

A young man with light brown hair is shown in profile, looking upwards and to the right. His face is the central focus, with a grid of small, semi-transparent Adobe logos overlaid on his forehead and hair. The background is a soft, out-of-focus bokeh of light blue and white circles, with a rainbow-like light flare on the right side. The overall mood is futuristic and creative.

**Adobe**

**AI Has Become an  
Everyday Assistant in  
India Creative Market**

*February 2026*

# Overview

AI has become a practical part of the creative toolkit. What began as a tool for answering questions is now embedded into everyday workflows, supporting ideation, experimentation and execution across a wide range of projects.

Adoption is not only widespread, it is accompanied by growing confidence. Creatives recognise AI's role in improving decision making and reliability, while actively developing the skills needed to use these tools effectively. Positive experiences with AI also reflect a shift from curiosity to capability.

Within this broader landscape, India stands out for particularly strong levels of trust and engagement, signalling a market where AI is not simply being used, but confidently integrated into creative practice.

## Research Overview

Survey with participants aged 18–44 and either:

- Worked in creative-related or IT/digital roles, or
- Had used AI-powered tools for personal or professional creative projects in the last 12 months, or
- Intended to use them in the next six months.

Fieldwork: 24 Nov – 24 Dec 2025

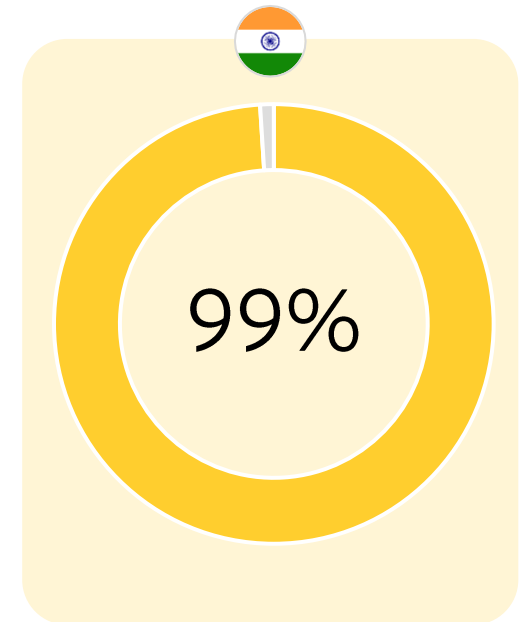
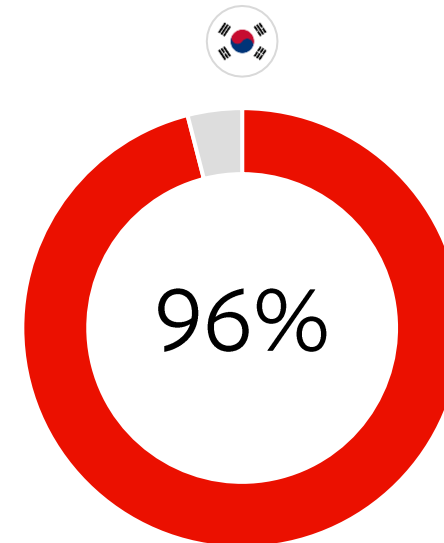
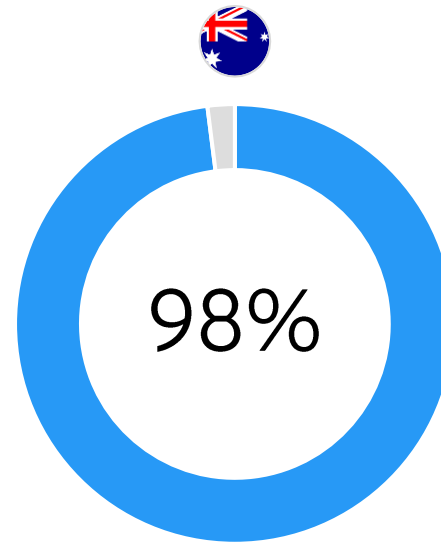
Sample size: 800 respectively in India, Korea and Australia

Research conducted for Adobe Firefly by Zenith Research & Insights

# AI-powered platforms are widely adopted among creatives

AI adoption is near-universal, especially among Indian creatives, indicating strong integration of AI tools into their everyday workflows and creative processes.

% having used an AI-powered platform in the last 12 months



# AI is used across diverse creative projects, not just for answering questions

Creatives are using AI in imaginative and practical ways, going beyond simple queries to enhance everyday tasks, streamline workflows, and bring highly personalised, complex ideas to life across a wide range of creative projects.

## What's the most unexpected or creative way you've used AI?



Yesterday I added some photographs into chat GPT and got it to turn them **into colouring in pages** for a nice family activity

To remove people in photos or to make notes of chapters or questions and to make photos aesthetic

I have used AI like Midjourney to create **organic and futuristic designs**, then **3D-printed** the prototypes and showcased the pieces on social media

I recently used AI to check whether a piece of jewellery will go on my outfit as I didn't have the jewellery piece. I just had its pic, so I used it to visualize the whole look

Used AI to **design a garden**: generated sketches, gave plant care tips, simulated seasons—creative and efficient gardening planning.

I have used AI to try and figure out how to **decorate my living room** and to see what I could add or take away to make the space look better.

The most unexpected was when I actually **converted an image into a video**, which looked so authentic, my 8-year-old daughter could not tell it was trumped up.

Plan a birthday surprise for a friend. I asked it for gift ideas and message suggestions, and it helped me come up with something creative

The most creative way I have used AI is for **personalized couple photo editing to create unique gifts**. I used an AI image editor i.e. Photoshop to go beyond simple retouching. I was essentially re-imagining the photo entirely with a single prompt.

I once used AI to **turn a simple photo of my family into a digital artwork** that looked like a painted portrait. It was unexpected because it came out far better than I imagined, and it showed me how creative AI can be even with everyday moments.

I once used AI to turn messy brainstorming notes into a **full comic-style storyboard** for a school project. It surprised everyone, saved hours of work, and showed how creatively AI can transform rough ideas into something visual, organized, and presentation-ready."

I also have small business that sell products, and how to attract people to buy my products is I have a nice design in the display in my marketplace which AI help me **to generate pictures** that I need for my business

Generating a **family tree collage** of all my family members. It was absolutely beautiful to see it come alive. Thanks Gemini!

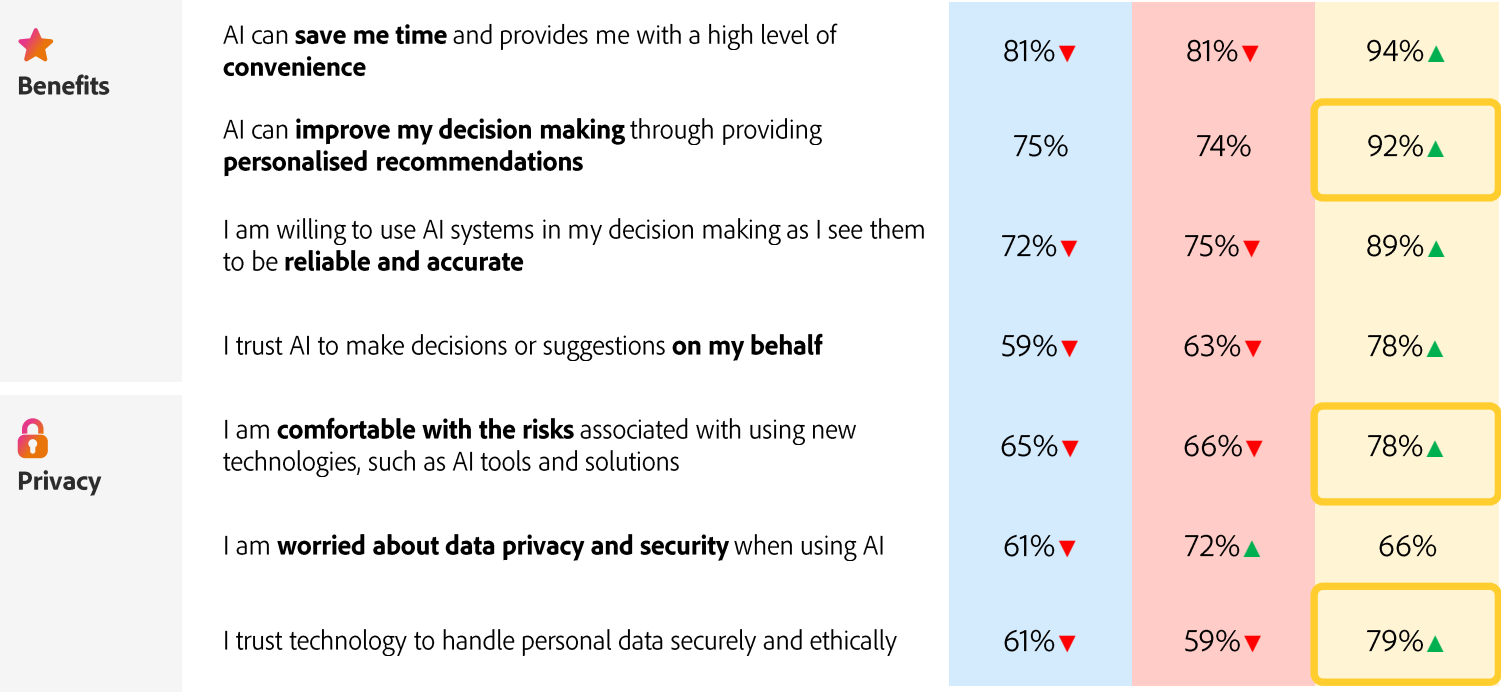
To help me **write a song** with guitar drums and lyrics!



# Creatives view AI positively for decision support and reliability

Indian creatives demonstrate stronger trust in AI and its ability to improve decision making and efficiency. Korean creatives report greater concern around data privacy, with Australian responses broadly aligned to Korea.

## How strongly do you agree or disagree with the following statements?



% total agree shown in the chart

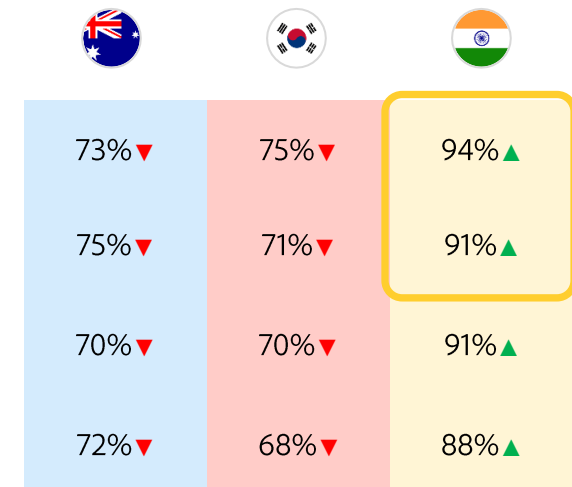
# Creatives are confident in identifying AI-generated results and actively improving their AI skills

Indian creatives show high engagement across various AI skill areas, from improving their capabilities to writing effective prompts and identifying AI-generated content.

This reflects a strong level of skill and knowledge maturity, where users are actively learning, refining, and critically evaluating how they use AI.

How much do you agree or disagree with the following statements when it comes to your experience using AI tools?

- I actively try to **improve my skills** in using AI tools
- I know how to write effective prompts** to get the results I want from AI tools
- I often look for help or examples online** to improve my AI prompts
- I know what signs or details to look for **to tell if an image or video was generated by AI**



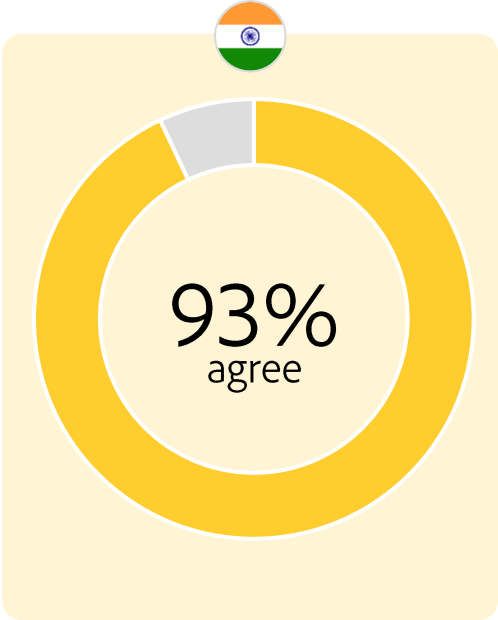
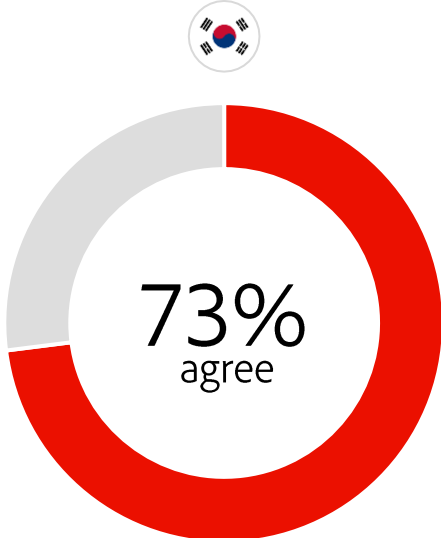
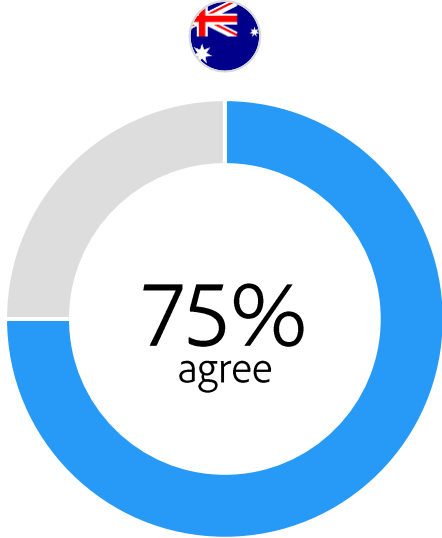
% total agree shown in the chart

▲ ▼ indicates the number is significantly higher/lower than the average of other groups at 95% confidence level

# Most creatives report positive experiences with AI

Indian creatives overwhelmingly report positive experiences with AI, highlighting strong satisfaction levels and reinforcing the country's optimistic and receptive outlook towards these tools.

"I have had positive experiences with AI in the past"

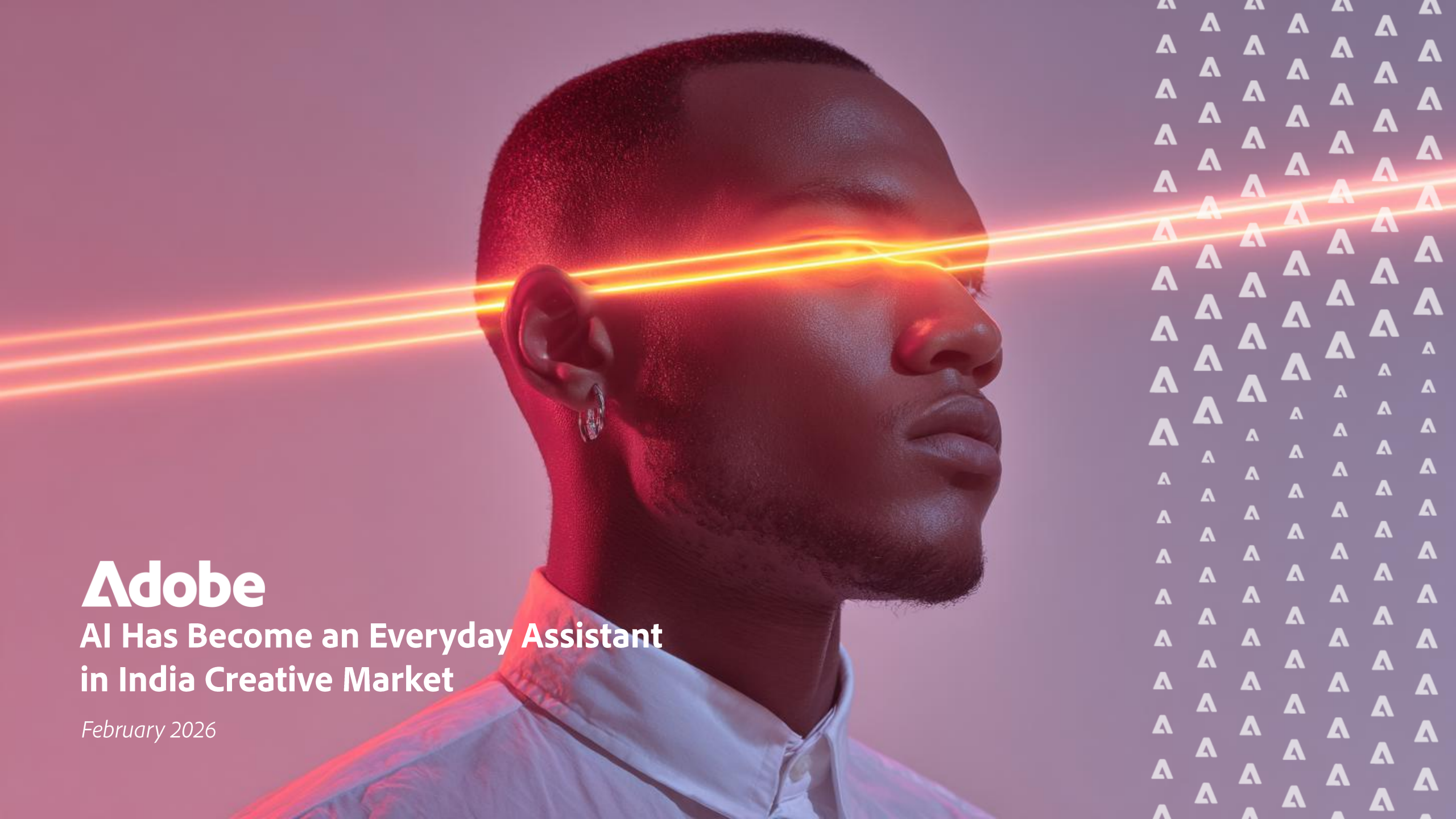


# Conclusion

High adoption, strong trust and active upskilling signal that AI is becoming a stable and integrated part of creative practice.

As AI capabilities continue to evolve, the combination of human creativity and AI tools will reshape workflows, accelerate ideation and unlock greater creative output and productivity.





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