



Adobe

India Leads the Shift into Advanced AI Adoption

*An overview of AI adoption and attitude across
India, Australia, and Korea.*

February 2026

Overview

Across the globe, creatives are embracing AI as a practical tool that helps them work faster, experiment, and bring ideas to life with greater ease. From everyday tasks to more advanced creative workflows, AI has quickly become an essential part of the creative toolkit.

AI adoption is not forced upon creative professionals; it is intentional. Compared to the creatives in Australia and Korea, Indian creatives are much more exploratory with the AI tools, enthusiastic about building new AI skills, and have developed greater confidence in integrating AI to support their work.

As a result, India has emerged as one of the most AI-ready creative markets, with a strong community that is not only more ready to adapt to technology changes but also actively shaping the future of AI-powered creativity.

Research Overview

The survey is conducted with participants aged 18–44 who meet the following criteria:

- Worked in creative-related or IT/digital roles, or/
- Have 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 time: 24 Nov – 24 Dec 2025

Sample size: n=800 in India, Korea and Australia, respectively

This project was conducted for Adobe Firefly by Zenith Research & Insights

Indian creatives are the most advanced in adapting to new technologies

A much higher proportion of the Indian Creative Population identifies themselves as Innovators when it comes to technology adoption, while both the Australian and Korean Creative Populations identify more with being 'Early Adopters'.

Definition of Different Stages

Innovator: I'm usually among the first to try new technologies, even before most people know about them

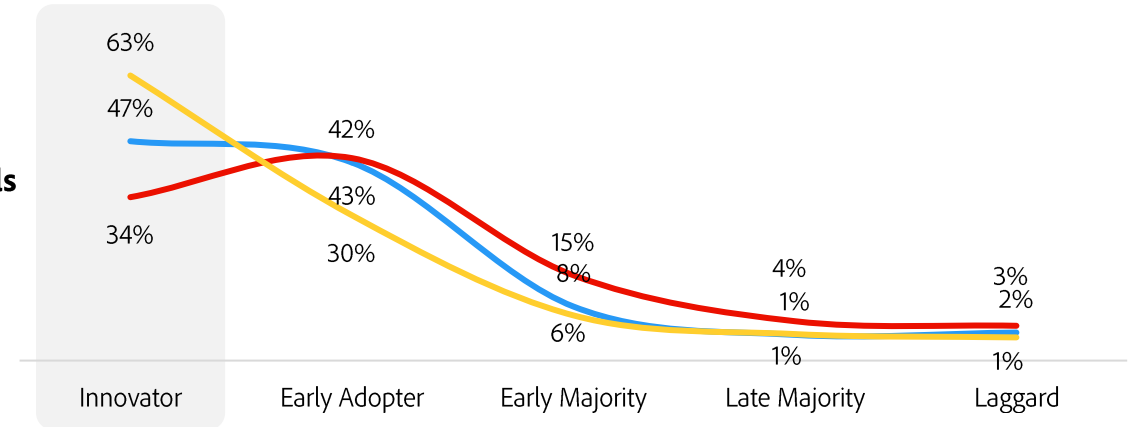
Early Adopter: I like to try new technologies early, once I see they offer clear benefits

Early Majority: I wait until new technologies are proven and widely used before adopting them

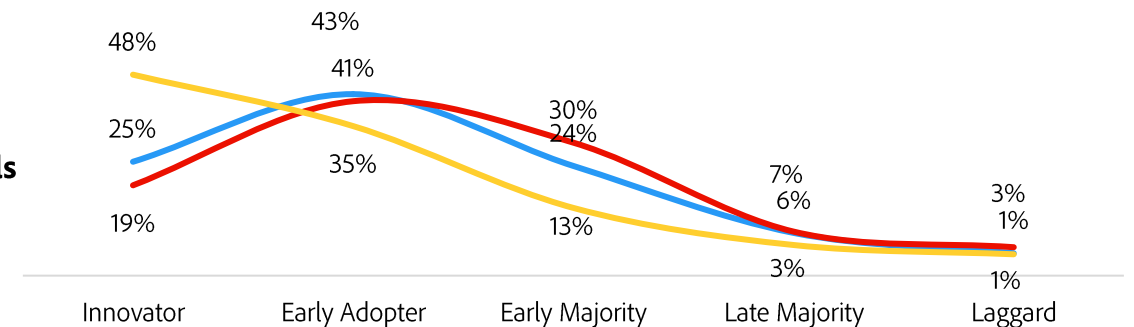
Late Majority: I only adopt new technologies when I have to, or when most others already have

Laggard: I avoid new technologies unless absolutely necessary

Creative/ IT professionals



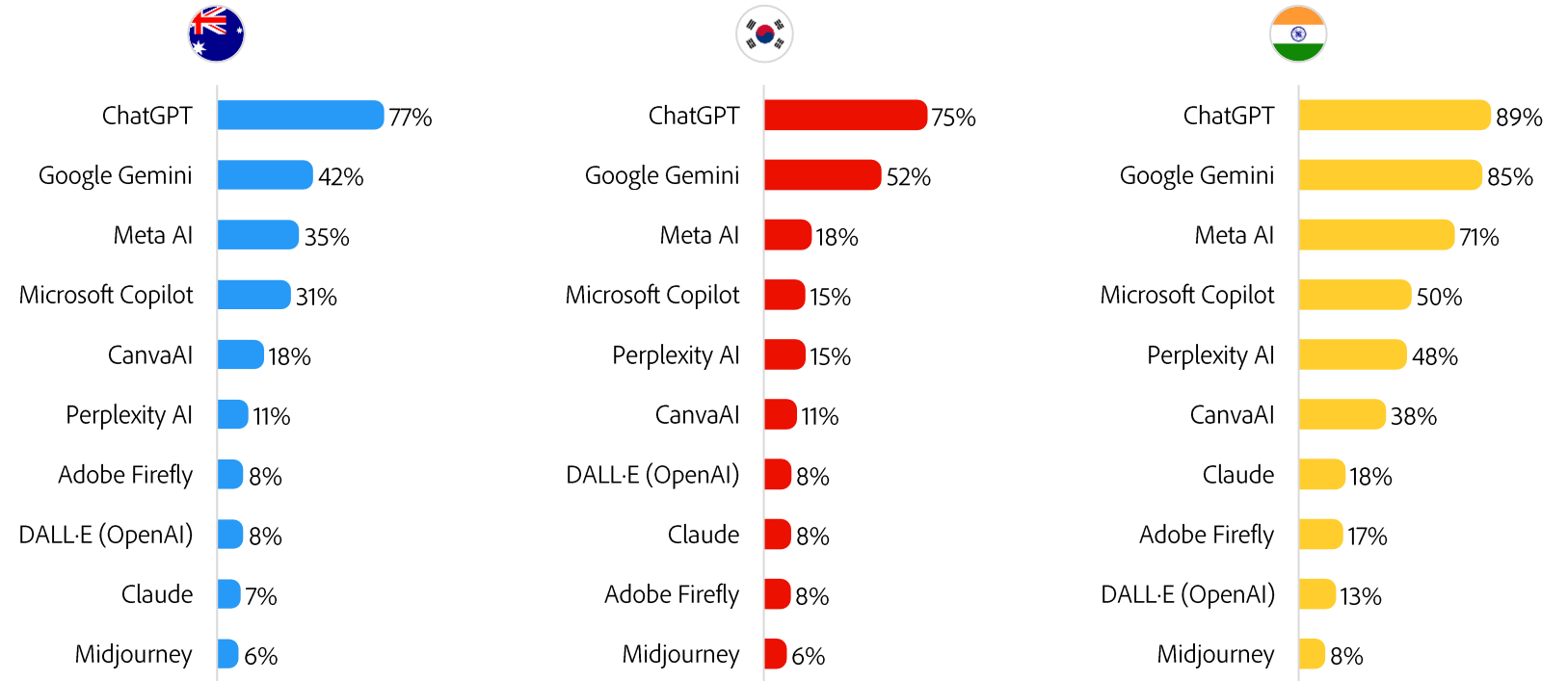
Non-creative/ IT professionals



Indian creatives use significantly more AI tools than other markets

Indian creatives use a wider range of AI tools than their global peers, with nearly double the average number of platforms used compared to Australia and Korea, highlighting a more experimental and multi-tool approach to AI adoption.

Which AI platforms have you used in the last 12 months?



Average # of AI tools used in L12M
(out of the 10 listed platforms)

2.4 ▼

2.2 ▼

4.4 ▲

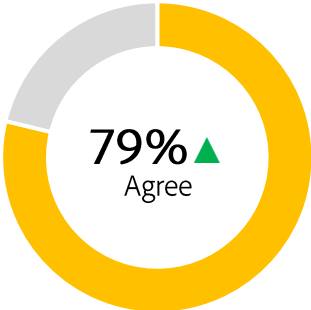
Trust in AI-generated results is high in India

Confidence in AI is notably higher among Indian creatives, reflecting a more optimistic outlook on how these tools perform and handle data.

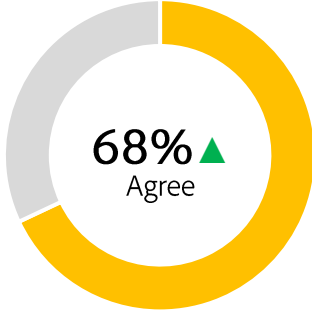
How trustworthy do you think AI are tools when it comes to the following aspects?

India


 Providing **accurate and reliable** results



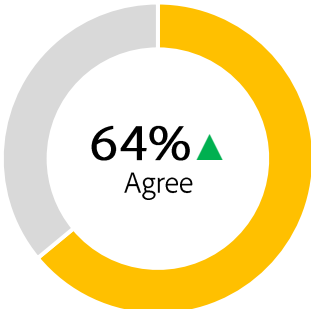
AU 52% ▼
KR 48% ▼



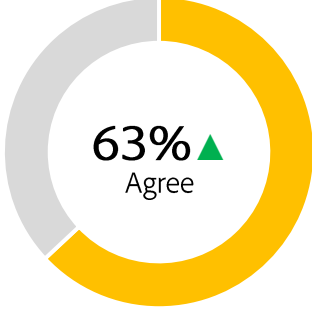
AU 45% ▼
KR 47% ▼

 Being **unbiased and fair** in their output

 Keeping my data (e.g, what I entered/generated) **private and secure**



AU 44% ▼
KR 41% ▼





AU 44% ▼
KR 43% ▼

 Using my data **responsible and ethically**

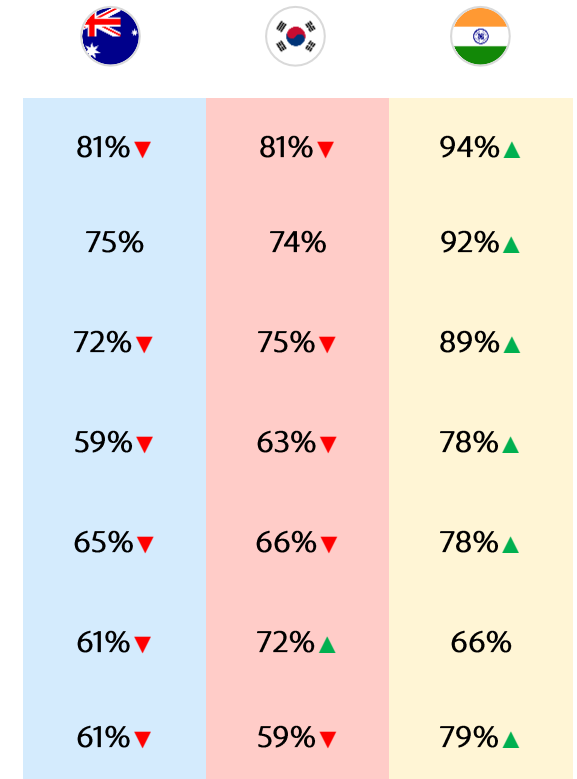
Most Indian creatives see AI as a practical time-saving tool and are less worried about privacy concerns

The Indian Creative Population is the most open towards AI technology and integration, while the Korean Creative Population are the most concerned about AI's threat to data privacy more. Australians share a very similar mindset to Koreans on most statements.

 **Benefits**

 **Privacy**

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



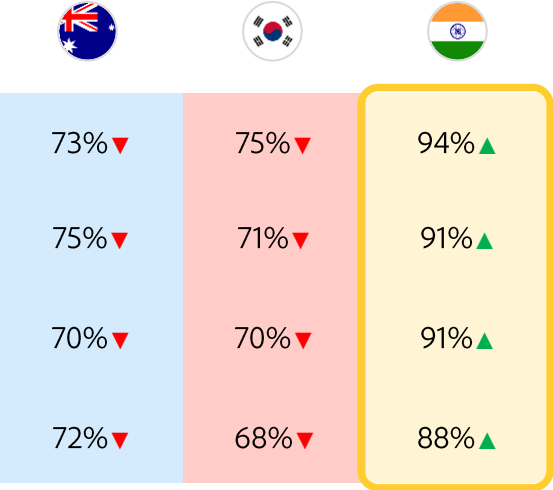
% total agree shown in the chart

Indian creatives are more actively improving their AI skills

India's creative community is not just adopting AI, but actively investing in the skills needed to use it effectively and responsibly.

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

Conclusion

With strong adoption, high trust, and a proactive approach to building new skills, India's creative community is not just keeping pace with AI; it is helping shape how it will be used.

Looking ahead, we can expect faster ideation, more hybrid workflows, and new forms of expression powered by the combination of human creativity and AI-powered tools.





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