India Has Become the Defining Market for Everyday AI Creativity

May 2026



Overview

As AI is becoming a more prominent tool for creative work, it is gradually moving from a standalone tool into a consistent, reliable, and essential companion across day-to-day tasks. Rather than being used occasionally, it now shapes how ideas are developed, refined, and brought to life across different stages of the creative process.

Users are adopting AI tools at scale and learning to use them more effectively by experimenting with platforms, building skills, and focusing on outcome-driven tasks. What was once exploratory is now intentional and fully integrated.

Against this backdrop, India has emerged as a leading example of how this transition is unfolding. The market reflects a particularly strong alignment of adoption, capability, and real-world application, highlighting a shift where AI is fully embedded into creative workflows rather than used in isolation.

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.

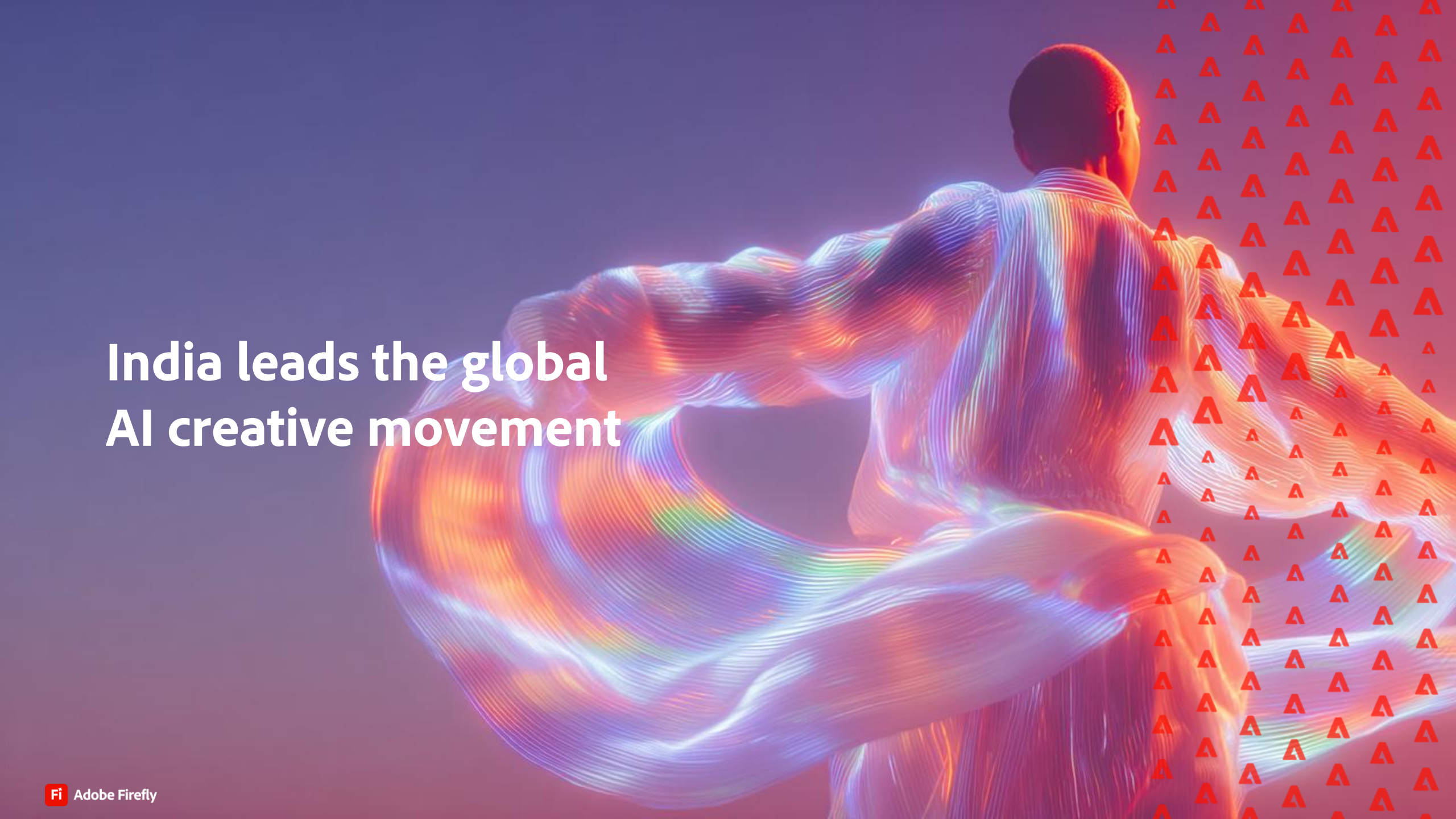
Fieldwork: 24 Nov – 24 Dec 2025

Sample size: 800 respectively in India, Korea and Australia

Research conducted for Adobe Firefly by Zenith Research & Insights

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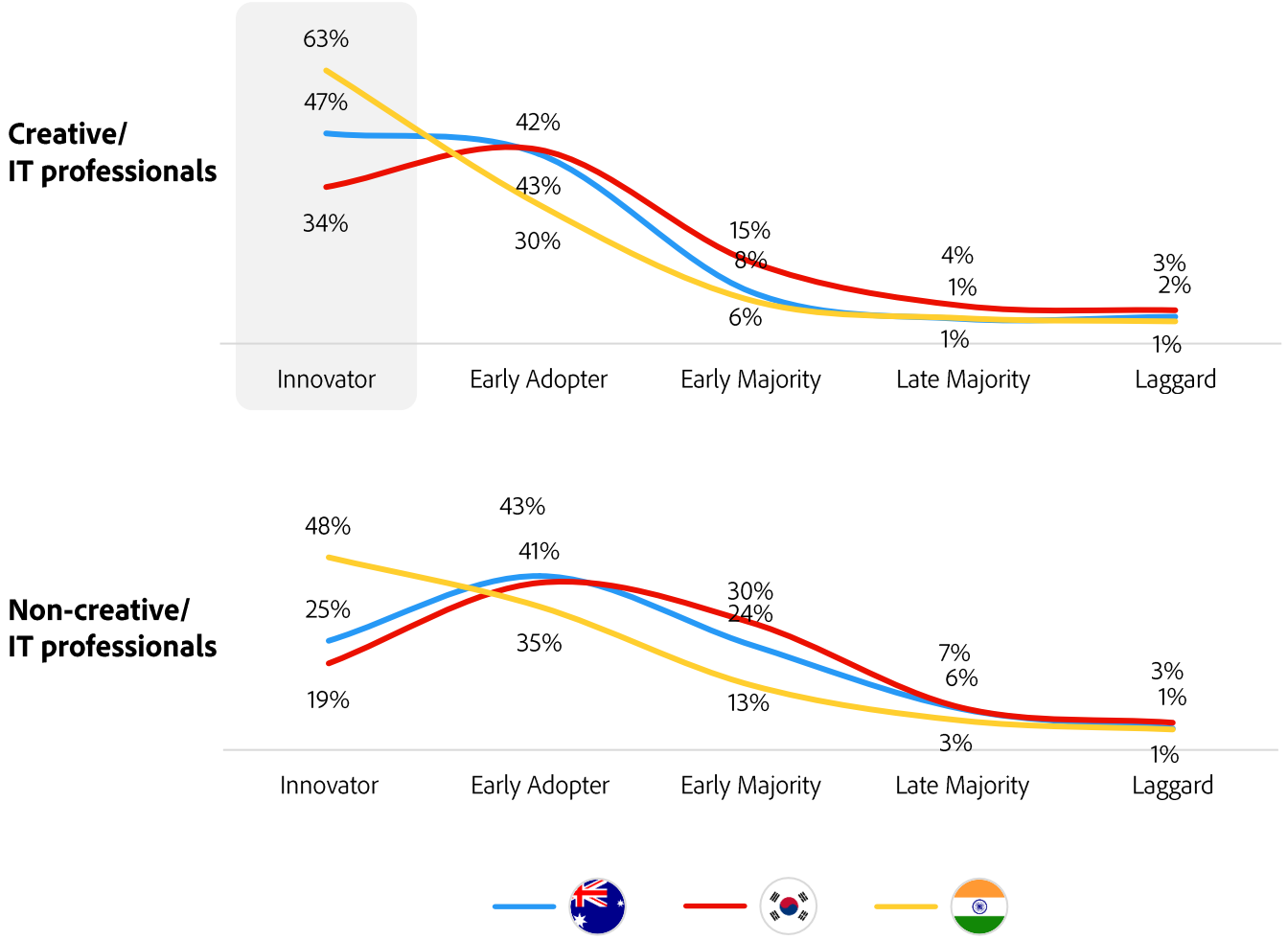
India leads the global AI creative movement



Adobe Firefly

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

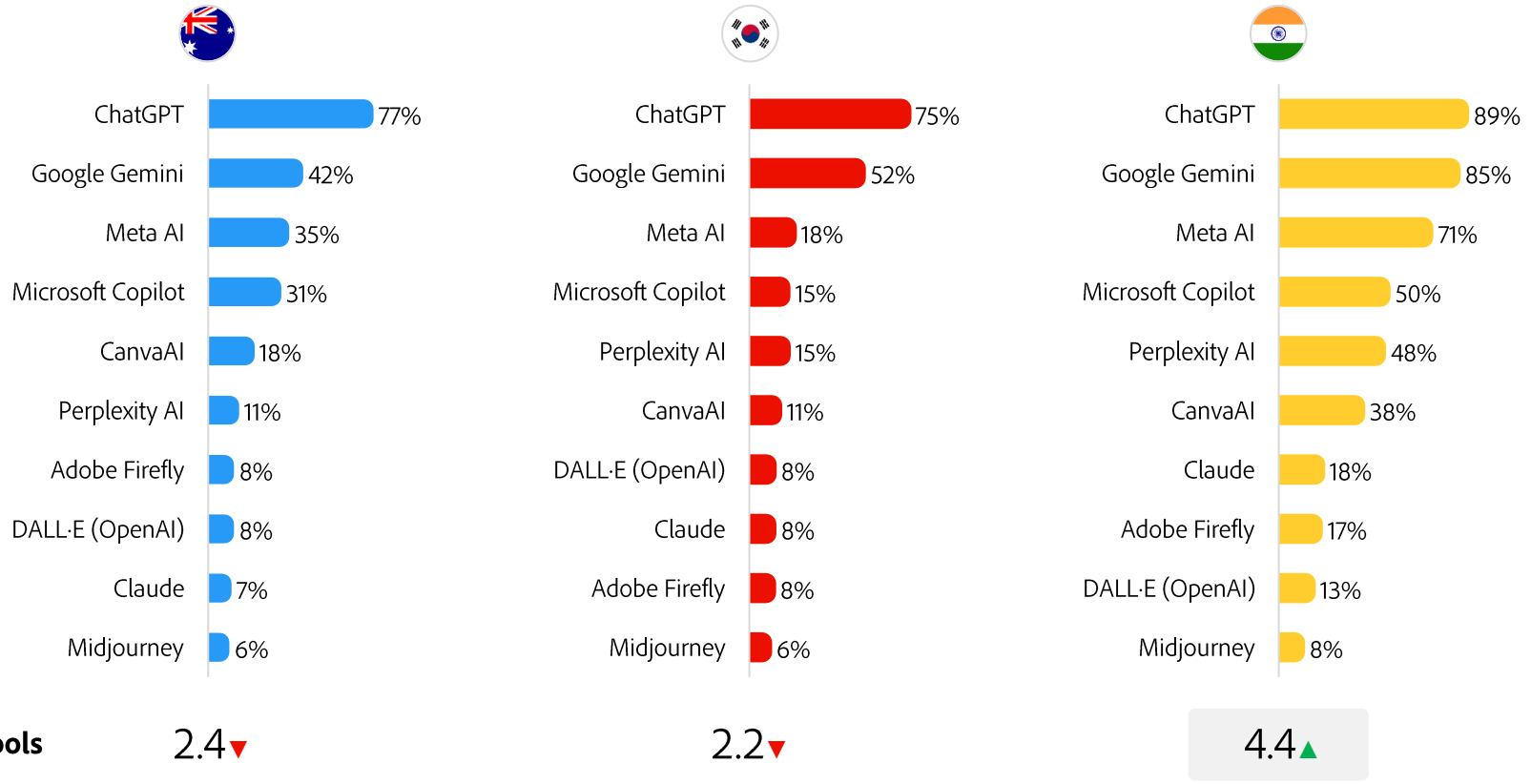
Lagard: I avoid new technologies unless absolutely necessary

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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?



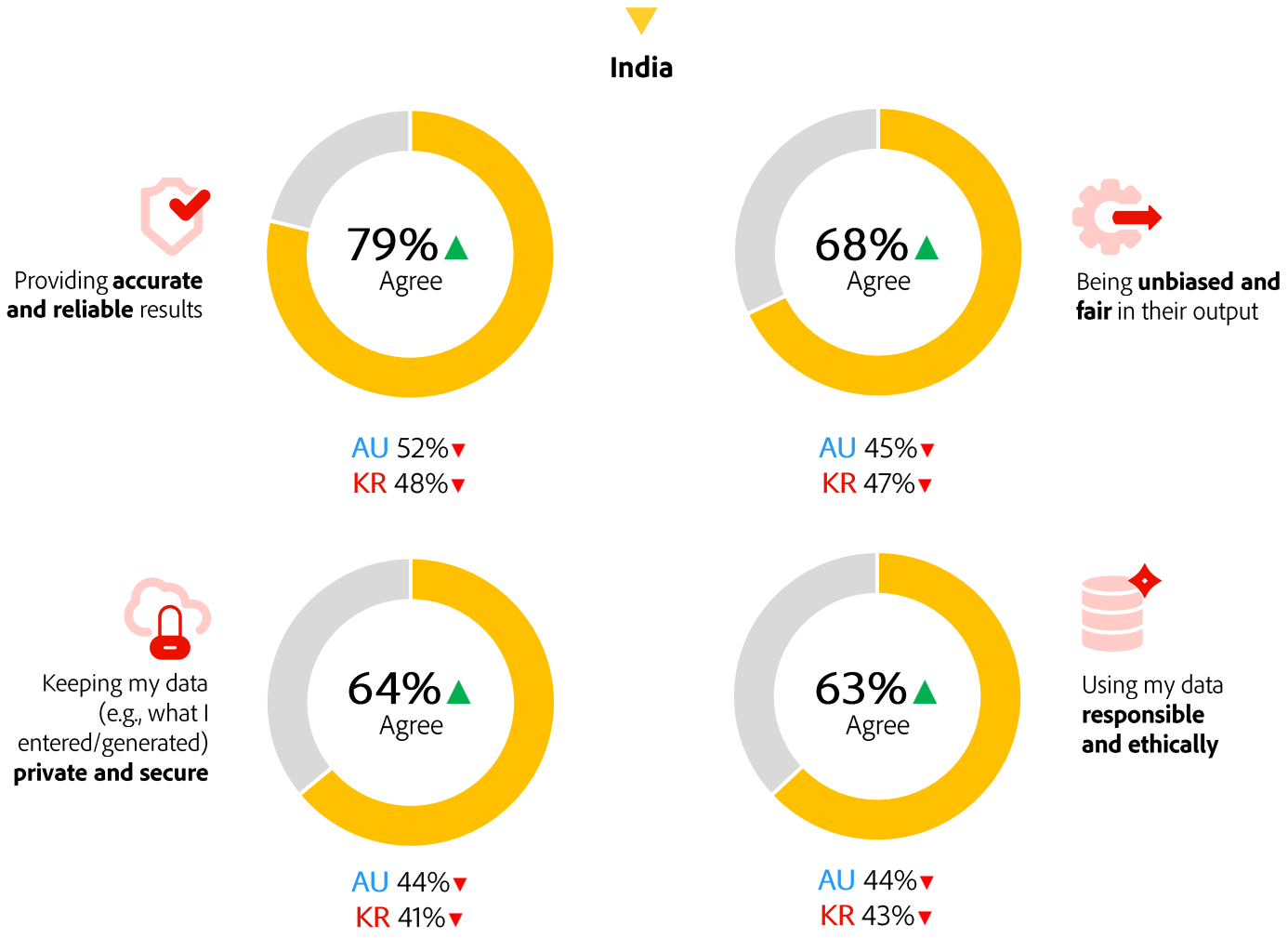
Average # of AI tools used in L12M
(out of the 10 listed platforms)

2.4▼ 2.2▼ 4.4▲

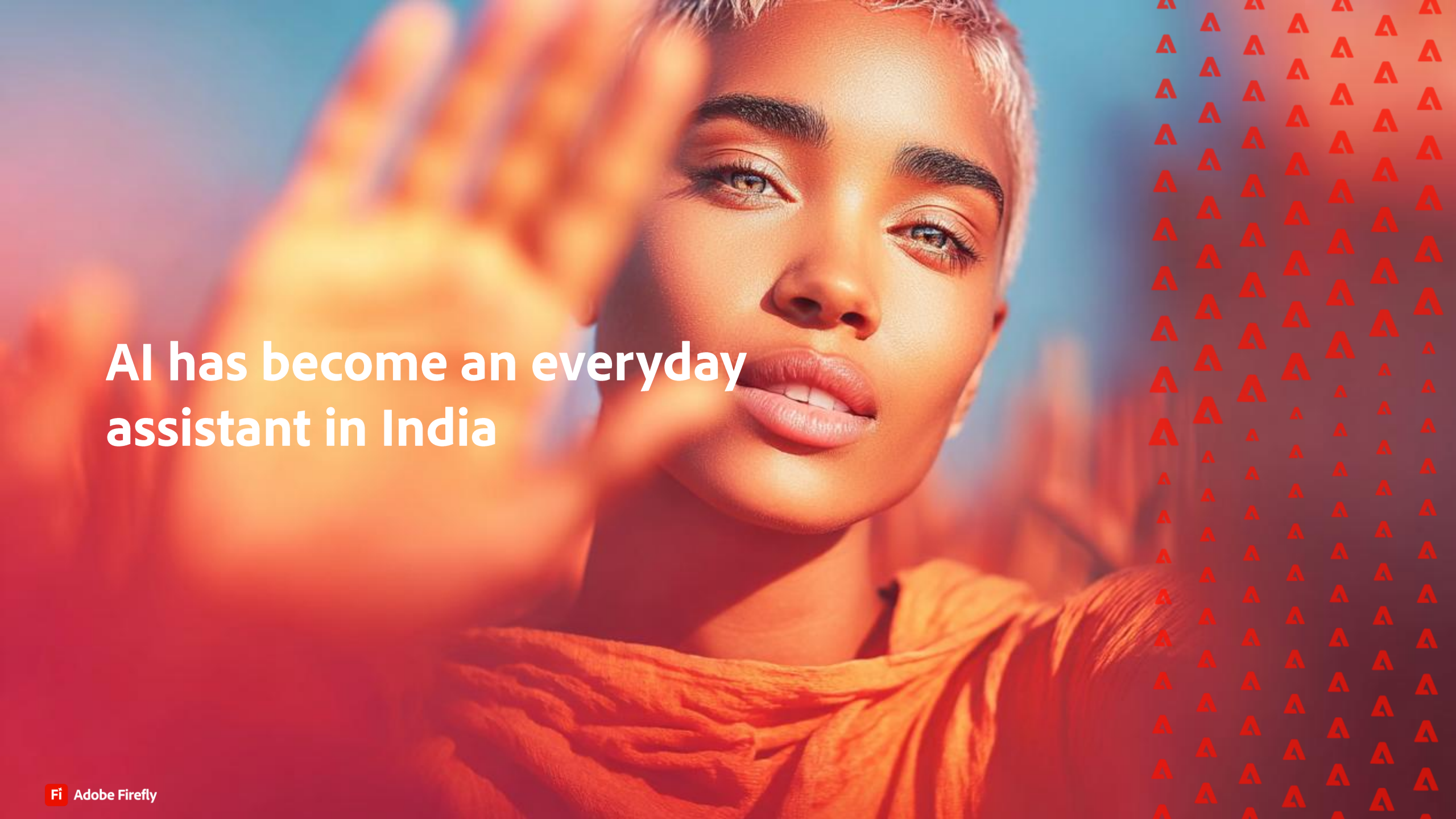
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Trust in AI-generated results is high in India

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



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AI has become an everyday assistant in India
Adobe Firefly

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.

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

		🇦🇺	🇰🇷	🇮🇳
Benefits	AI can **save me time** and provides me with a high level of	81%▼	81%▼	94%▲
	AI can **improve my decision making** through providing **personalised recommendations**	75%	74%	92%▲
	I am willing to use AI systems in my decision making as I see them to be **reliable and accurate**	72%▼	75%▼	89%▲
	I trust AI to make decisions or suggestions **on my behalf**	59%▼	63%▼	78%▲
Privacy	I am **comfortable with the risks** associated with using new technologies, such as AI tools and solutions	65%▼	66%▼	78%▲
	I am **worried about data privacy and security** when using AI	61%▼	72%▲	66%
	I trust technology to handle personal data securely and ethically	61%▼	59%▼	79%▲

% total agree shown in the chart

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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	73%▼	75%▼	94%▲
I know how to write effective prompts to get the results I want from AI tools	75%▼	71%▼	91%▲
I often look for help or examples online to improve my AI prompts	70%▼	70%▼	91%▲
I know what signs or details to look for **to tell if an image or video was generated by AI**	72%▼	68%▼	88%▲

% total agree shown in the chart

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

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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

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

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.

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

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.

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.

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

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

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.

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 recently used AI to check weather 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

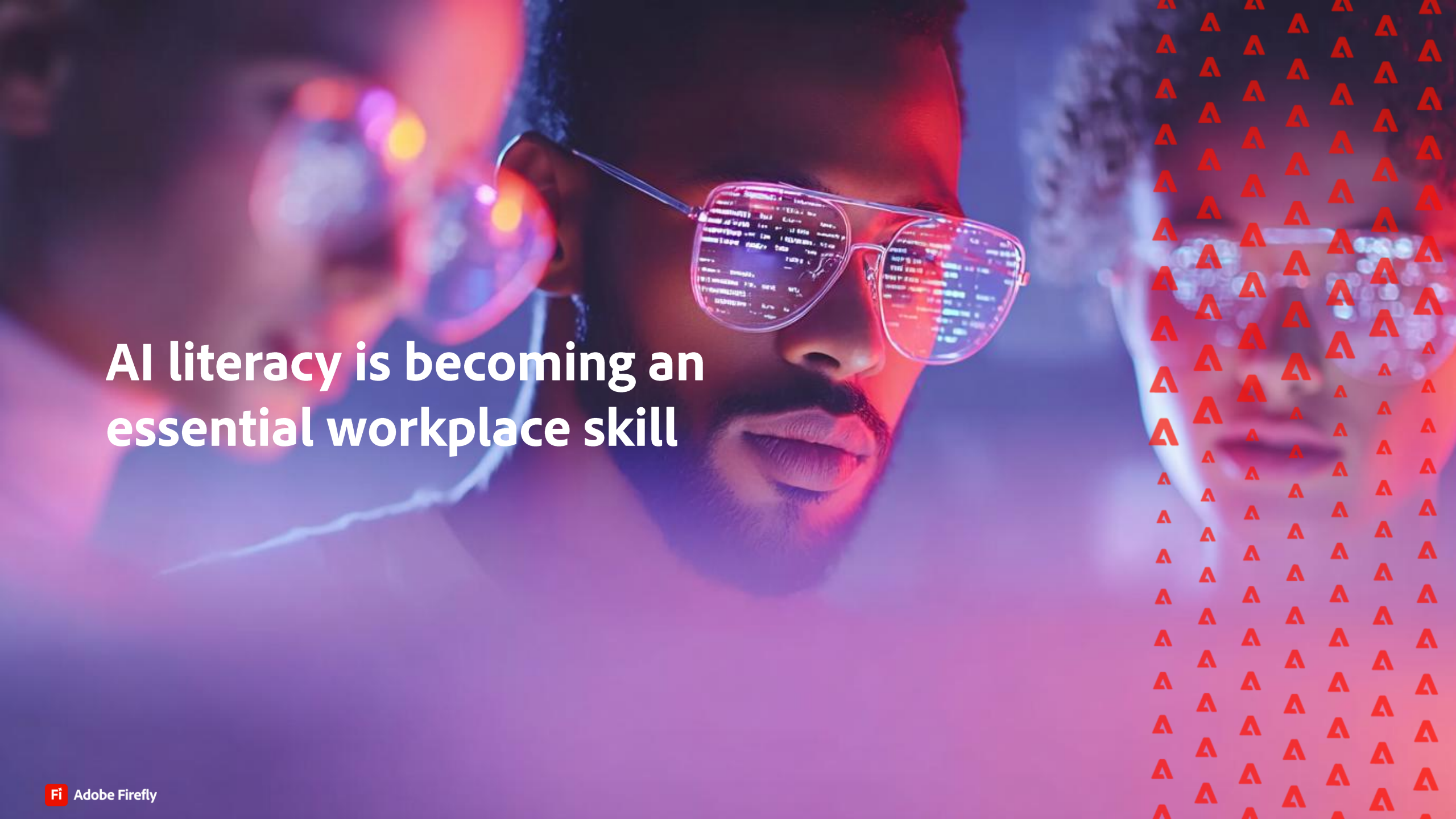
Plan a birthday surprise for a friend. I asked it for gift ideas and message suggestions, and it helped me come up with something creative

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

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

"

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AI literacy is becoming an essential workplace skill
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Indian creatives are more actively improving their AI skills

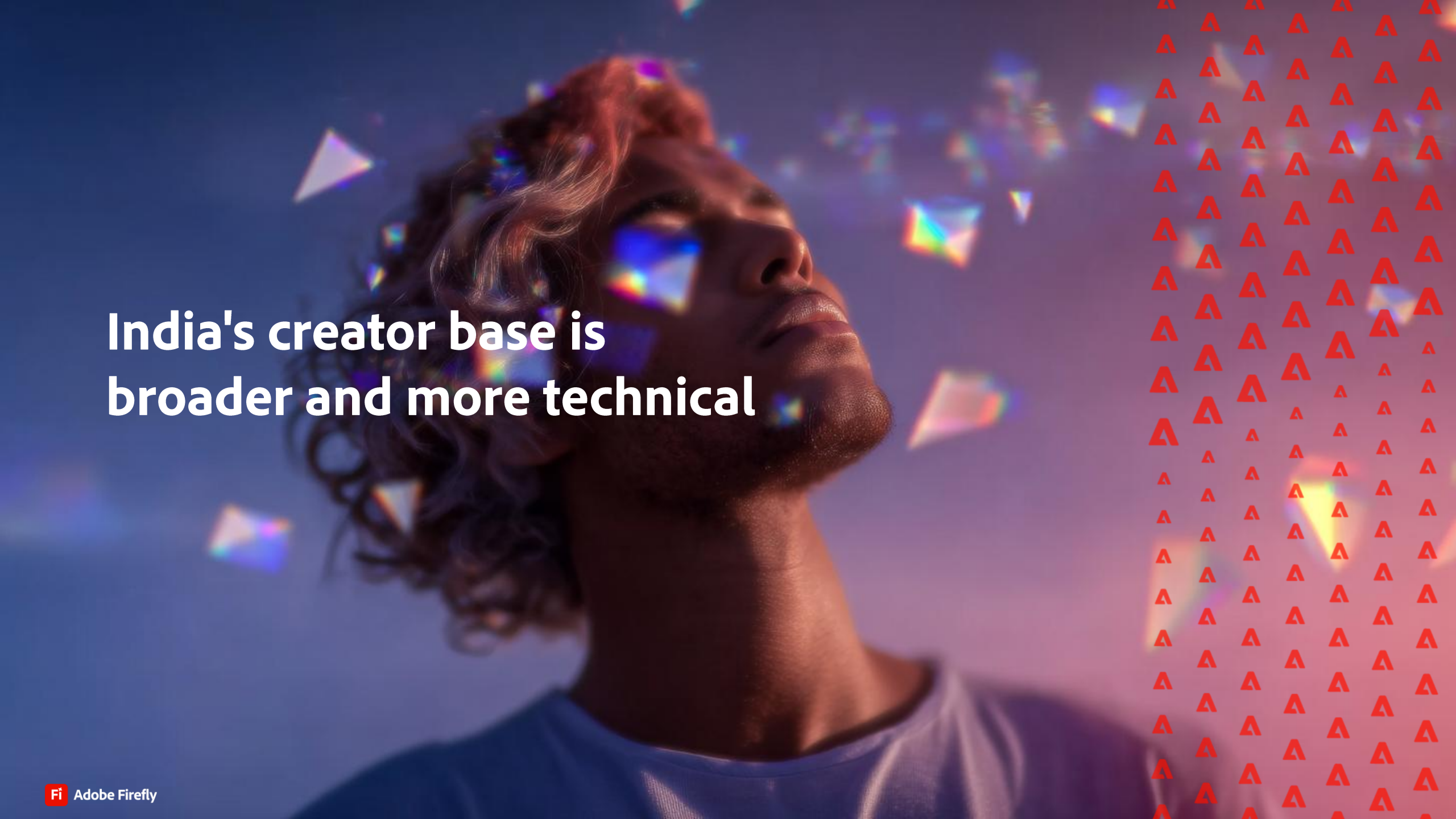
India's creative community is not just adopting AI, but actively investing in the skills needed to use it effectively and responsibly.

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

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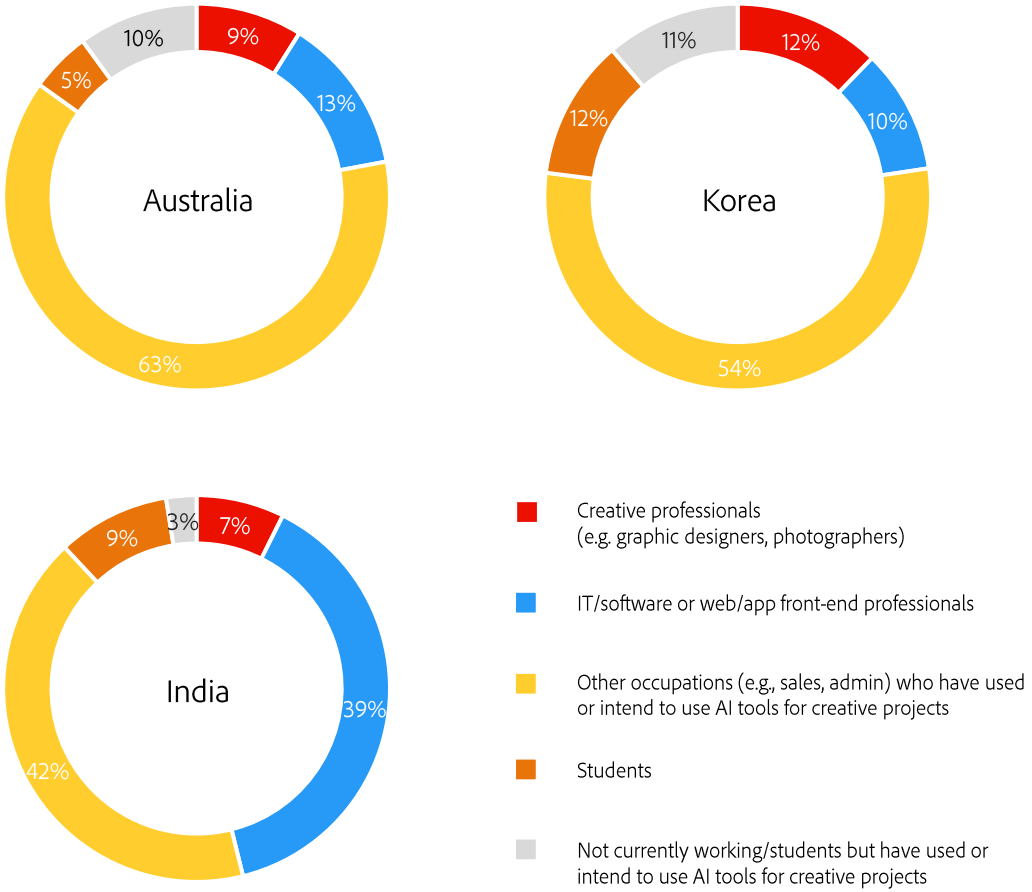
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India's creator base is
broader and more technical
Adobe Firefly

A core difference in Creative Population across the three markets is the strong representation of IT professionals in India

Australian and Korean's Creative Population share more similarities, consisting of many non-creative professionals who have worked on or intend to work on creative projects.

Creative population's job roles across market



S6. Which of the following MOST CLOSELY describes your job role?
Base: total qualified respondents: Australia n=807, Korea n=809, India n=828

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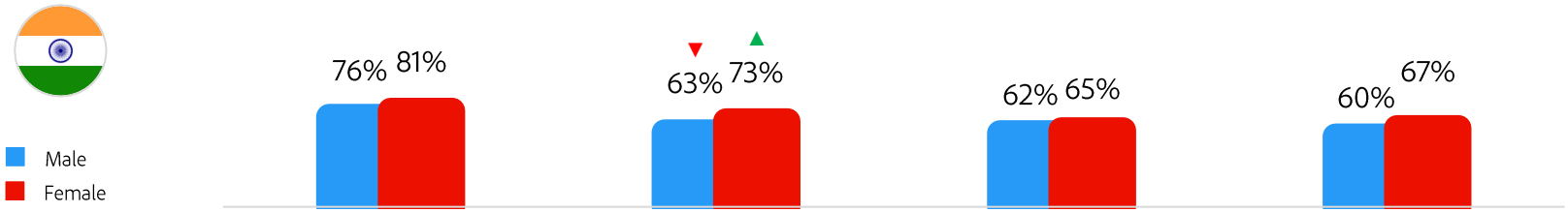

AI confidence in India
is becoming more
widely distributed
Adobe Firefly

In Australia and Korea, men are more likely to trust AI results than women, but differences subside in India

In India, the female Creative Population express trust in AI that is on par with, and in some cases higher than, that of their male counterparts

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

(% consider AI tools being very or extremely trustworthy on each aspect)



	Providing accurate and reliable results		Being unbiased and fair in their output		Keeping my data (e.g., what I entered/generated) private and secure		Using my data responsible and ethically	
	Male	Female	Male	Female	Male	Female	Male	Female
Australia	57%▲	47%▼	47%	43%	48%▲	39%▼	48%▲	39%▼
Korea	55%▲	40%▼	52%▲	43%▼	47%▲	34%▼	51%▲	35%▼

A8. How trustworthy do you think AI are tools when it comes to the following aspects?
Base: Australia: Male n=434, Female n=373; Korea Male n=415, Female n=387; India Male n=426, Female n=402

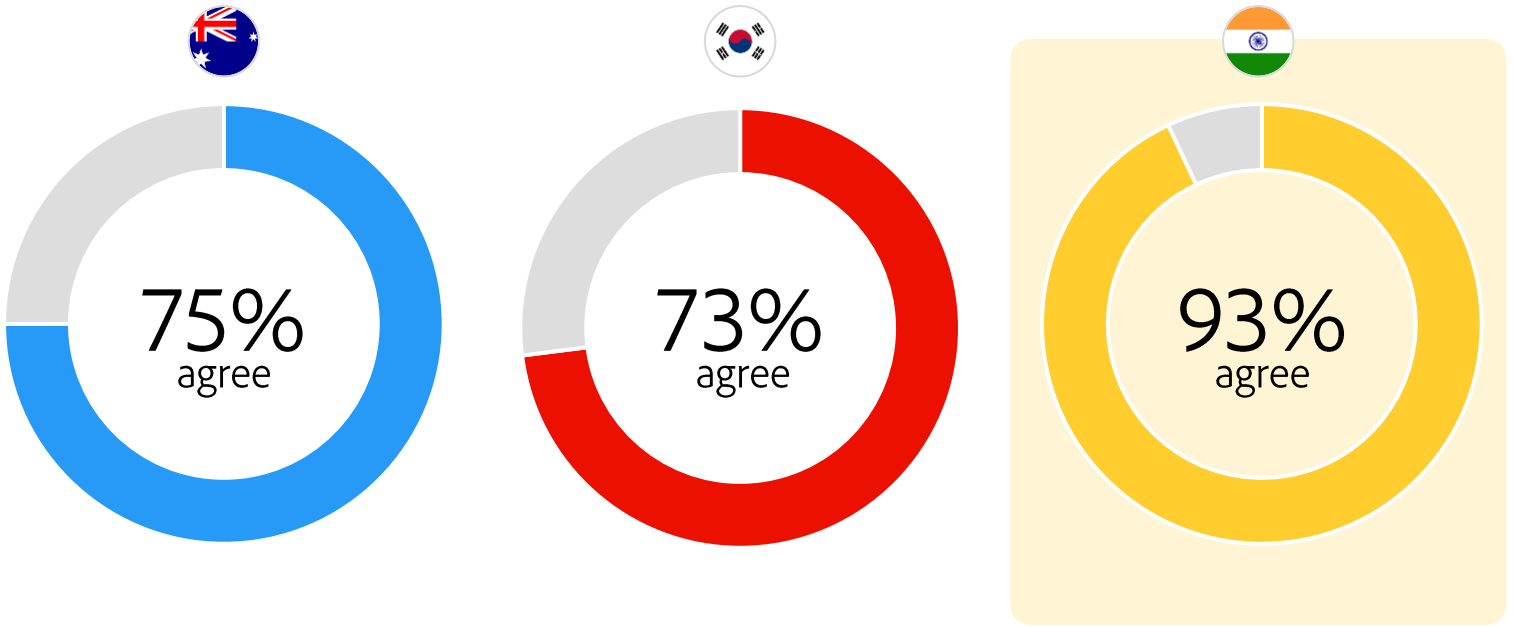
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Most creatives report positive experiences with AI

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"



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AI is seen more as a job creator than a threat



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Indian Creative Population also hold an overwhelmingly positive view on AI's future impact on their jobs and the society

The Australian and Korean Creative Population's view on AI's impact on the future is also overall positive, but they are not as optimistic as the Indian Creative Population

% Agree with the following statements



A11. We'd like to ask you a few questions about your attitudes towards the future of AI. How strongly do you agree or disagree with the following statements? Base: total qualified respondents: Australia n=807, Korea n=809, India n=828

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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?

		AU	KR	IN
Benefits	AI can **save me time** and provides me with a high level of **convenience**	81%▼	81%▼	94%▲
	AI can **improve my decision making** through providing **personalised recommendations**	75%	74%	92%▲
	I am willing to use AI systems in my decision making as I see them to be **reliable and accurate**	72%▼	75%▼	89%▲
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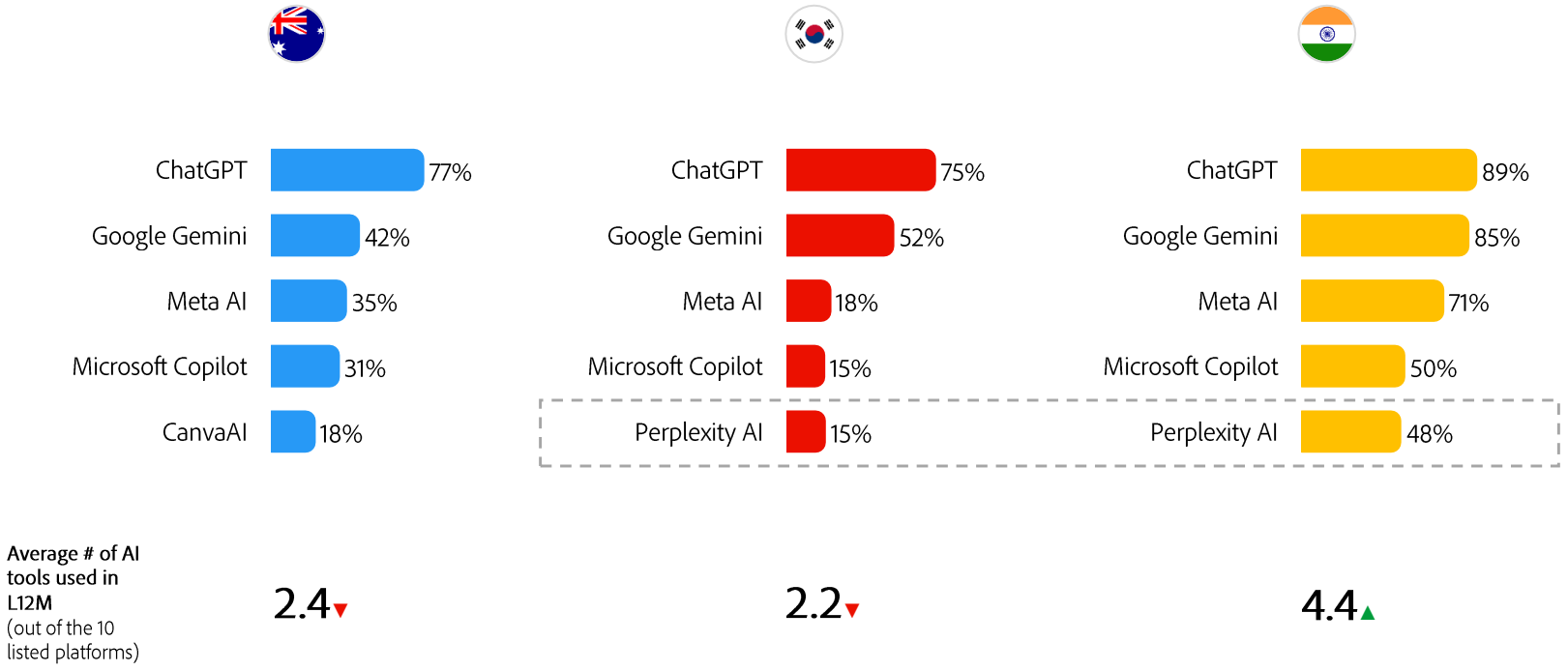
% total agree shown in the chart

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India's AI ecosystem is broader and more sophisticated
Adobe Firefly

ChatGPT also stands out as the leading AI platform in total user base

The Australian and Korean Creative Population's view on AI's impact on the future is also overall positive, but they are not as optimistic as the Indian Creative Population



A3. Which of the following AI platforms are you aware of? A4. Which AI platforms have you used in the last 12 months?
Base: total qualified respondents: Australia n=807, Korea n=809, India n=828

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AI discovery in India is becoming task-led



There are three typical themes for search terms on Google, with directly searching AI tools for specific tasks being the most common

Typical search terms on Google for AI tool discovery



	AI tool for specific tasks	Generic search or tools-led search	Task-driven searches
Example search terms	"AI tools for creative works" "AI tools for image generator" "Best AI for photo editing" "What AI can aid in my proofreading content and data analysis?" "AI tools for turning photos into anime"	"Best AI tools" "Tools similar to ChatGPT" "I searched for good AI tools" "AI creative tools recommendation" "I was trying to search ChatGPT, this came up instead, so I decided to try it"	"How to edit photos" "How to create an ad" "Quick creative image generation" "How to turn images into video" "I asked how to automate certain tasks" "Websites to help with oil paintings"
Estimated incident rate (Based on coded verbatim)	~40%	~35%	~15%

B8. What did you enter in your search or query that leads you to the discovery of AI-powered tools for digital creative tasks?

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YouTube searches focus more on the ‘how-to’ videos, with AI tool exposure come through the form of tutorials

Typical search terms on YouTube for AI tool discovery

	Task-driven searches *(“How-to” tutorials)*	AI tool for specific tasks	Platform-led queries
Example search terms	“How to create a video with AI” “Give me a video on how AI works” “I looked up ‘how to make AI art’ and ‘AI tools for creative projects.’” “I searched for ‘how to use AI for creative design’ on YouTube to see if there were any practical examples” “I typed “AI tools for digital art tutorials” into YouTube”	“Best AI for creative projects” “AI tools to speed up digital creative workflows” “I searched “AI image creation tools” “I entered ‘using AI for editing videos”	“I was searching for a specific Canva feature and one of the videos showed the AI tools inside Canva” “User experience with AI platforms” “I searched for practical tutorials such as ‘how to use mid journey for beginners’ and ‘Adobe Firefly tutorial’ to see the tools in action before trying them”
Estimated incident rate (Based on coded verbatim)	~50%	~30%	~15%

B8. What did you enter in your search or query that leads you to the discovery of AI-powered tools for digital creative tasks?

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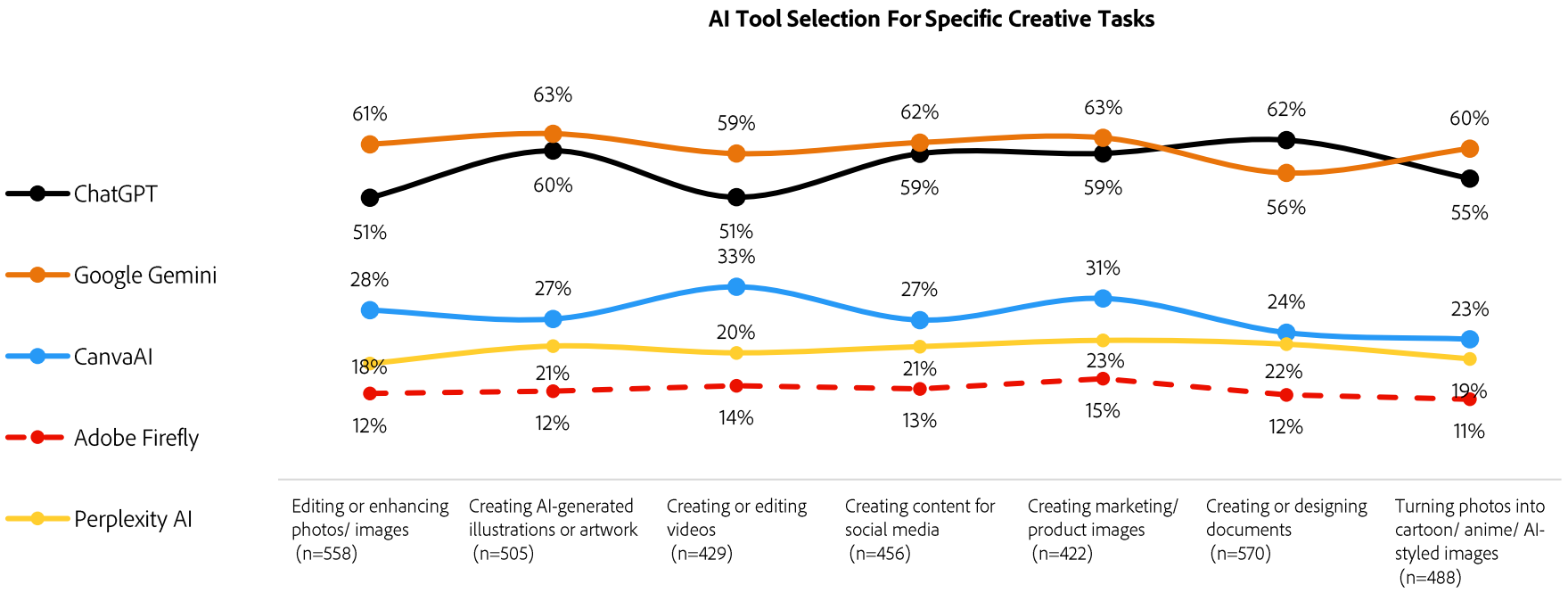
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Creative AI is already
embedded in
practical workflows
Adobe Firefly

Google Gemini is preferred over ChatGPT for most tasks in India, particularly for creating or editing videos

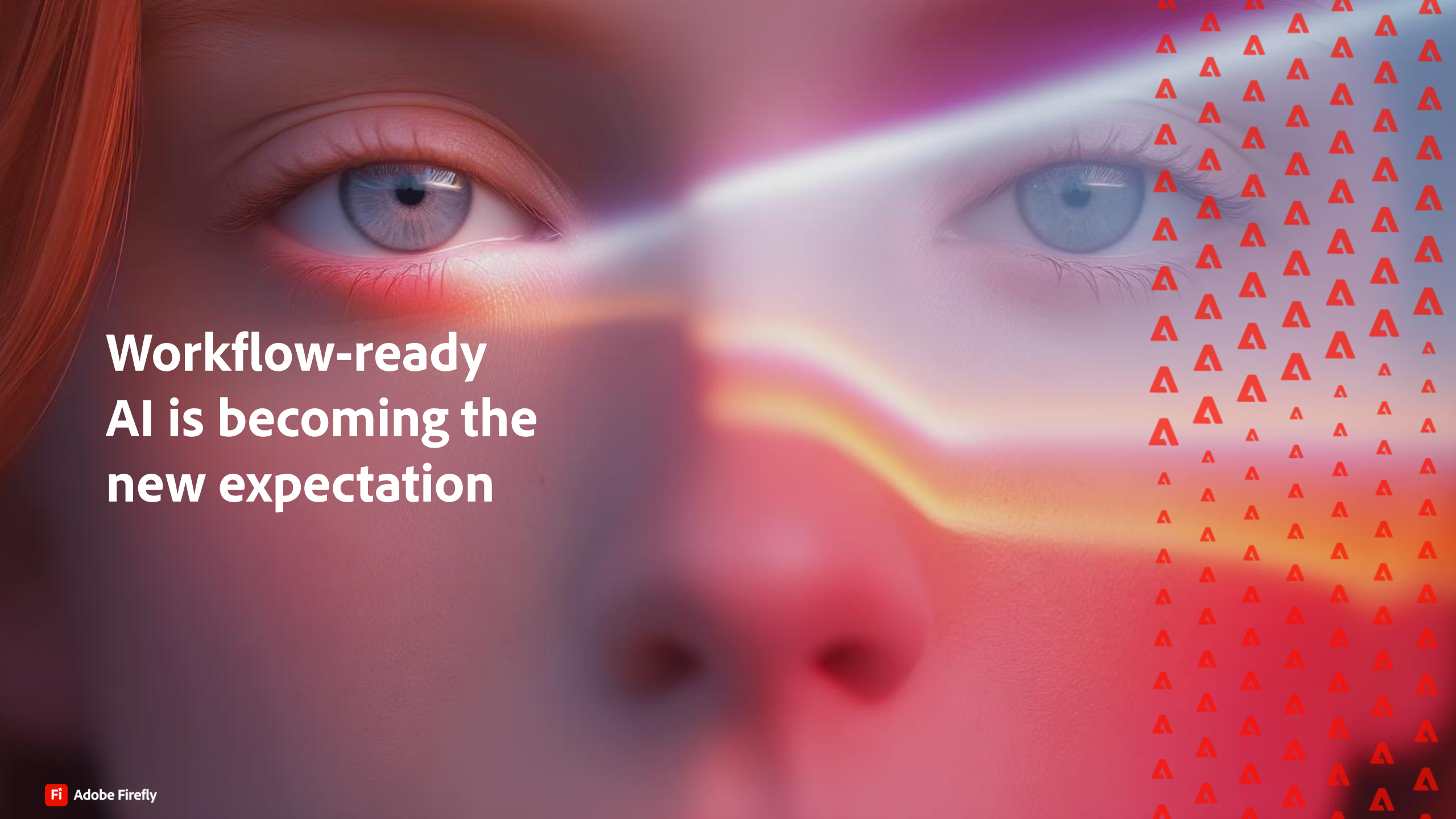
Canva AI also has a strong performance in being the go-to app for video editing and marketing image creation





B6. Which AI-powered tools did you use for the below specific digital creative tasks?
Base: India: those who use AI tool for each of the tasks. Refer to the numbers in the chart

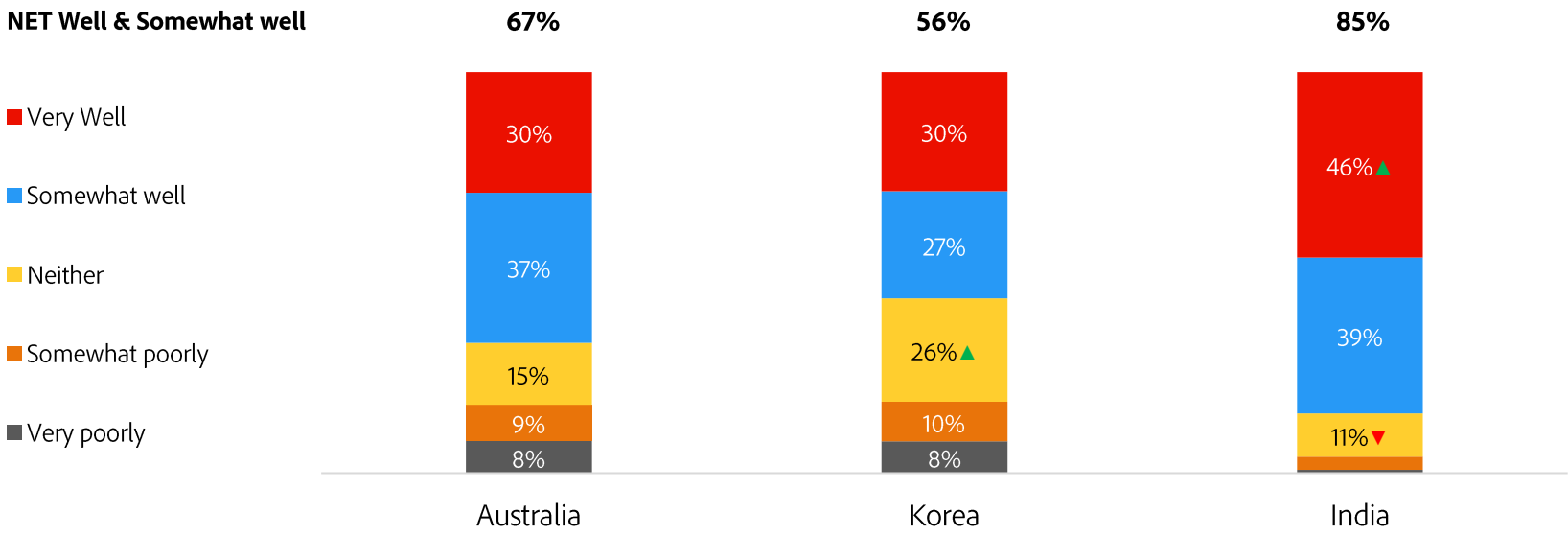
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Workflow-ready
AI is becoming the
new expectation
Adobe Firefly

Indian Adobe Firefly users rate the app highest for integration within existing creative workflows

Korean users express a more neutral view relatively to other two markets. Across the board, few rate Adobe Firefly poorly on this aspect

How well does Firefly integrate with your existing creative workflow?
Among those who have used Adobe Firefly



C5. How well does Firefly integrate with your existing creative workflow?
Base: those who have used Adobe Firefly: Australia n=123, Korea n=101, India n=242

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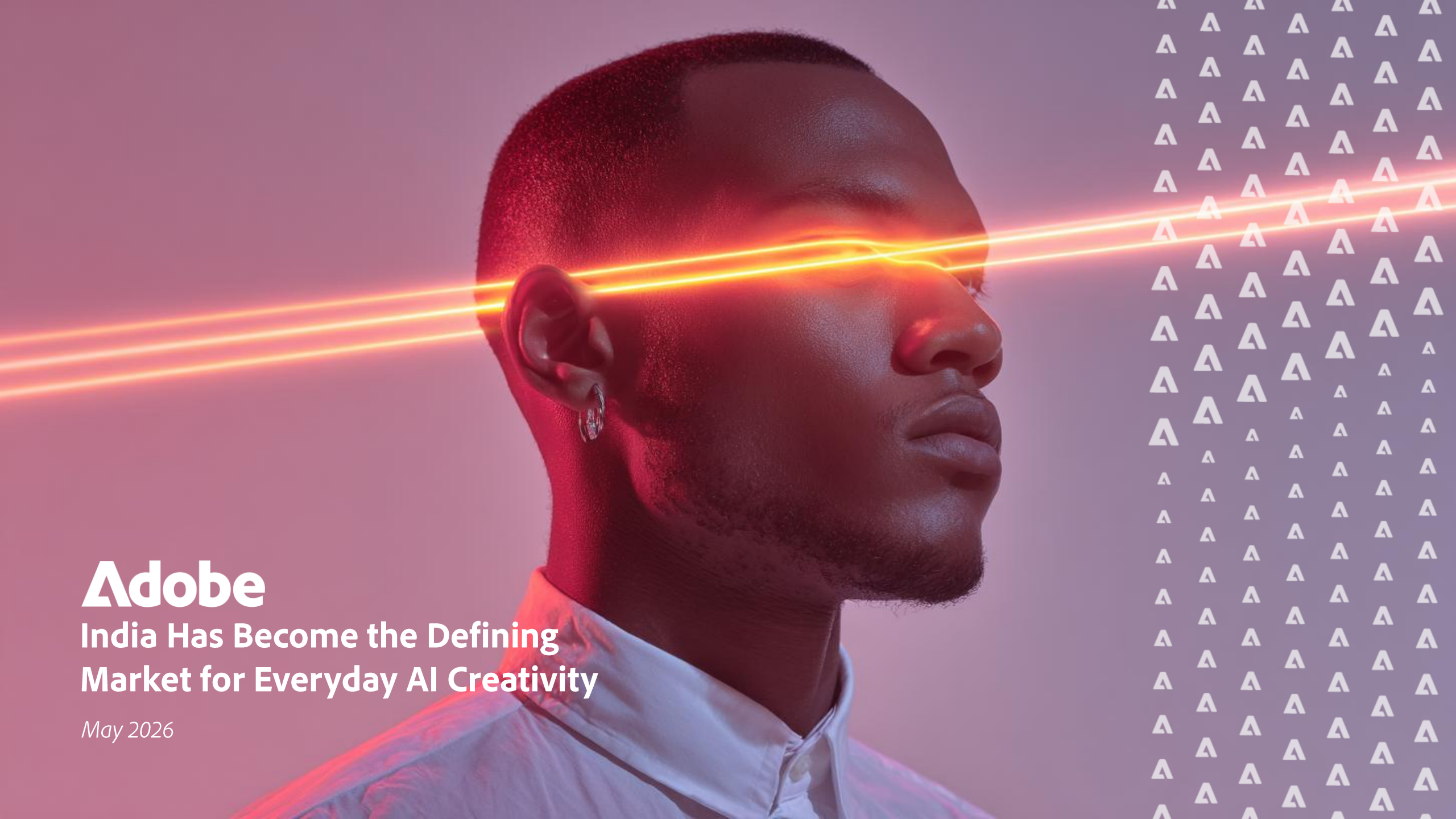
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India Is Moving Beyond AI Adoption Into Workflow Behaviour

The country is redefining how AI is used and transitioning to a phase where experimentation is giving way to practical application. Users are leveraging multiple tools, actively sharpening their capabilities, and embedding AI across end-to-end workflows, turning the technology into a seamless part of how work gets done.



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