

Snappr Visual Content Trends Report 2025



AI is reshaping marketing, and it's already being used across the board. More than 8 in 10 senior marketers have used AI-generated images in campaigns, and nearly half expect generative AI to be the single most influential visual trend over the next two to three years. All of this comes despite many believing that consumers can tell AI apart from real photography.

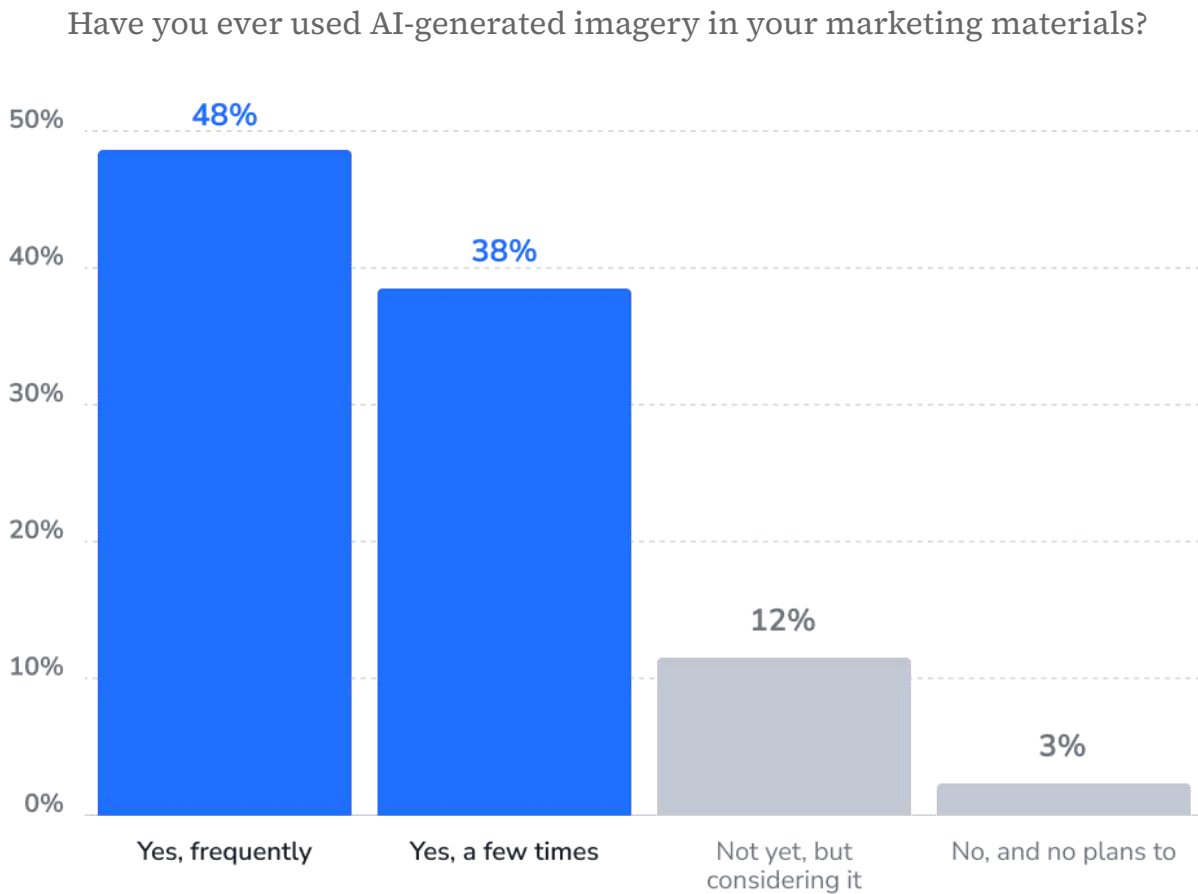
But AI is only part of the picture. Teams still rely on proven formats, from photography, to short-form content. Teams face familiar hurdles like tight budgets, limited resources, and the challenge of generating fresh ideas.

This report explores both the rapid adoption of AI and the broader mix of trends shaping visual strategy in 2025, highlighting where leaders see impact, risk, and opportunity.

Key takeaways at a glance

1. **AI adoption:** 86% of respondents have already used AI-generated images in marketing, with over half using it frequently.
2. **AI concerns:** The top concern with using AI is legal or copyright risk at 30% of respondents.
3. **Consumer perception:** 82% of marketers believe consumers can tell an AI image from a real photo when used in an advertisement.
4. **Next 2–3 years:** Marketers expect generative AI visuals to have the biggest impact, chosen by 49% of respondents, ahead of augmented or virtual reality visuals, and interactive or 3D content.
5. **Production challenges:** Lack of budget leads as the top production challenge, ranked first by 26% of respondents. Close behind is difficulty coming up with fresh ideas (ranked first by 22%), with not enough time or fast turnaround needed cited as the third most common challenge (ranked first by 21%).
6. **How ROI is measured:** Most teams prioritize conversion rates or sales at 51% of respondents, with engagement metrics at 26%, and brand awareness or sentiment scores at 20%.

AI-generated imagery moves mainstream



AI imagery has taken the marketing world by storm, with over 86% of senior marketers having used it already. Across all industries, Tech marketers stand out; only 1% of respondents in the Tech industry have no plans to use AI.

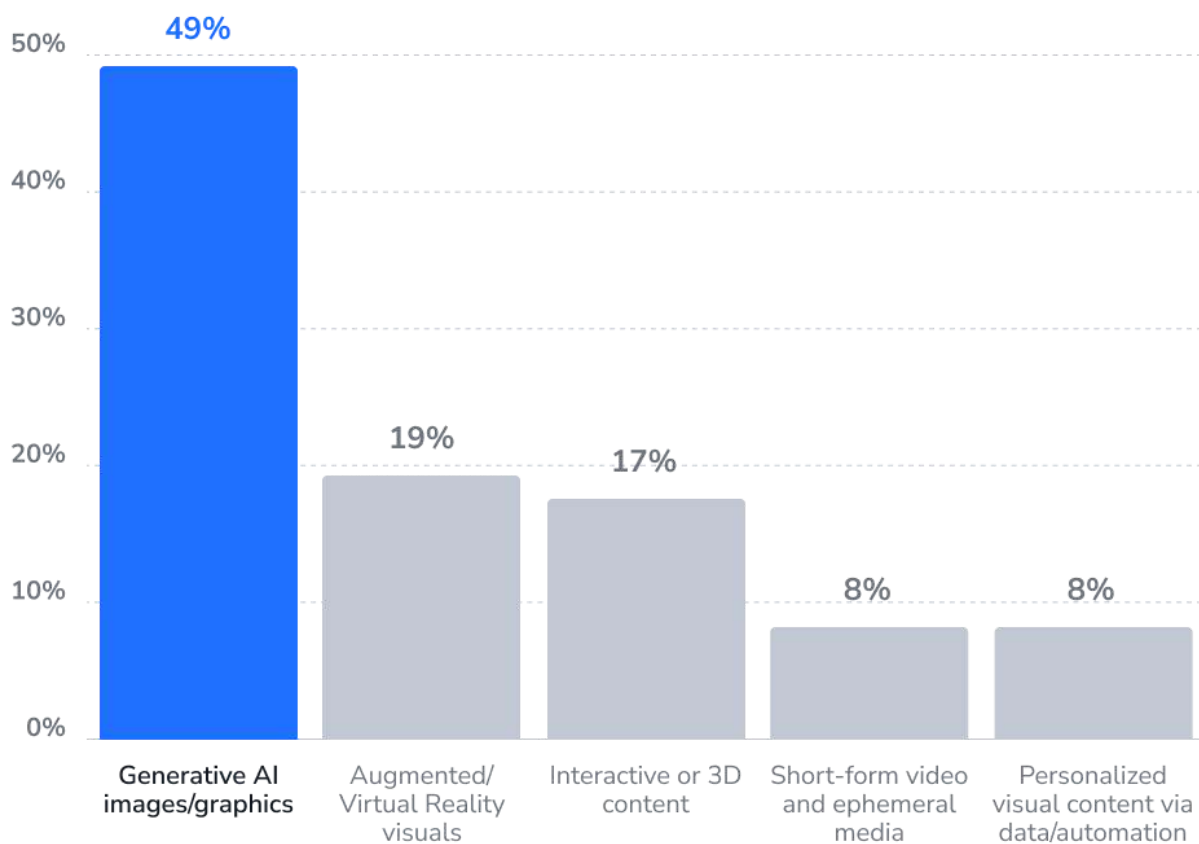
This high adoption of AI comes despite concerns about whether people can tell what is and isn't AI. In fact, when asked whether they believe customers can distinguish between photographs and AI-generated images, 82% of respondents believed that customers could tell the difference.

The top concern of using AI-generated images is legal or copyright risk (30% of respondents), followed by concern that the visual may look off-brand or low quality (23% of respondents) and lack of originality (22% of respondents). Only 16% of respondents report that they have no major concerns. Confidence in whether or not an average person can distinguish between AI and photography is reasonably high: 82% are at least somewhat confident.

The road ahead

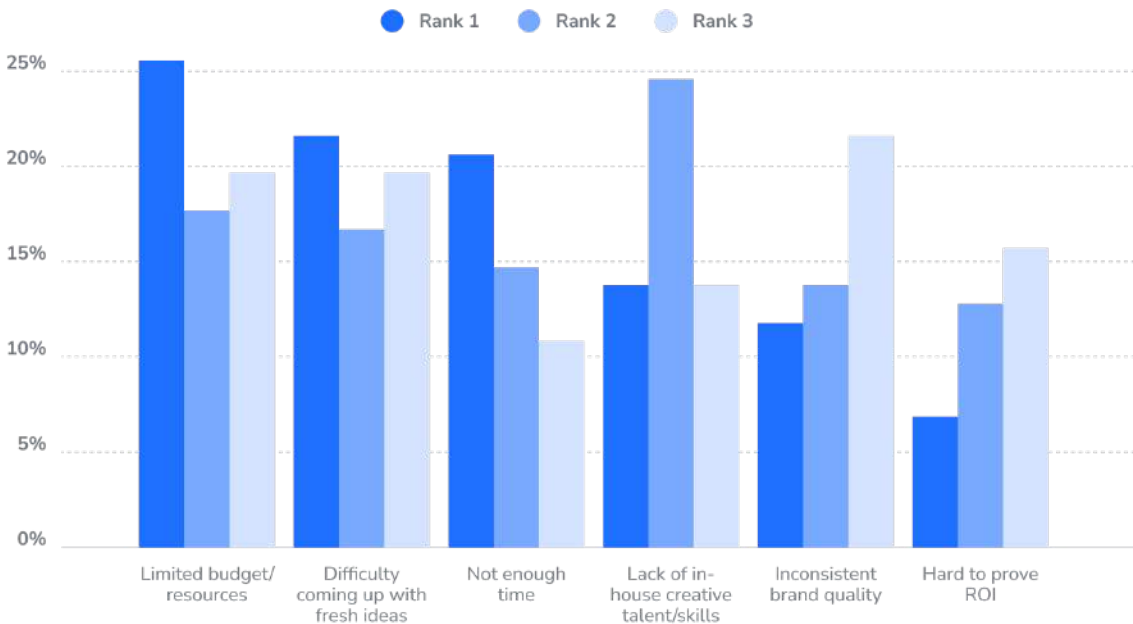
When asked which emerging trend will matter most within two to three years, marketing leaders overwhelmingly chose generative AI as the trend that will have the biggest impact.

Which emerging visual content trend do you believe will have the biggest impact on marketing in the next 2–3 years?



What slows content production

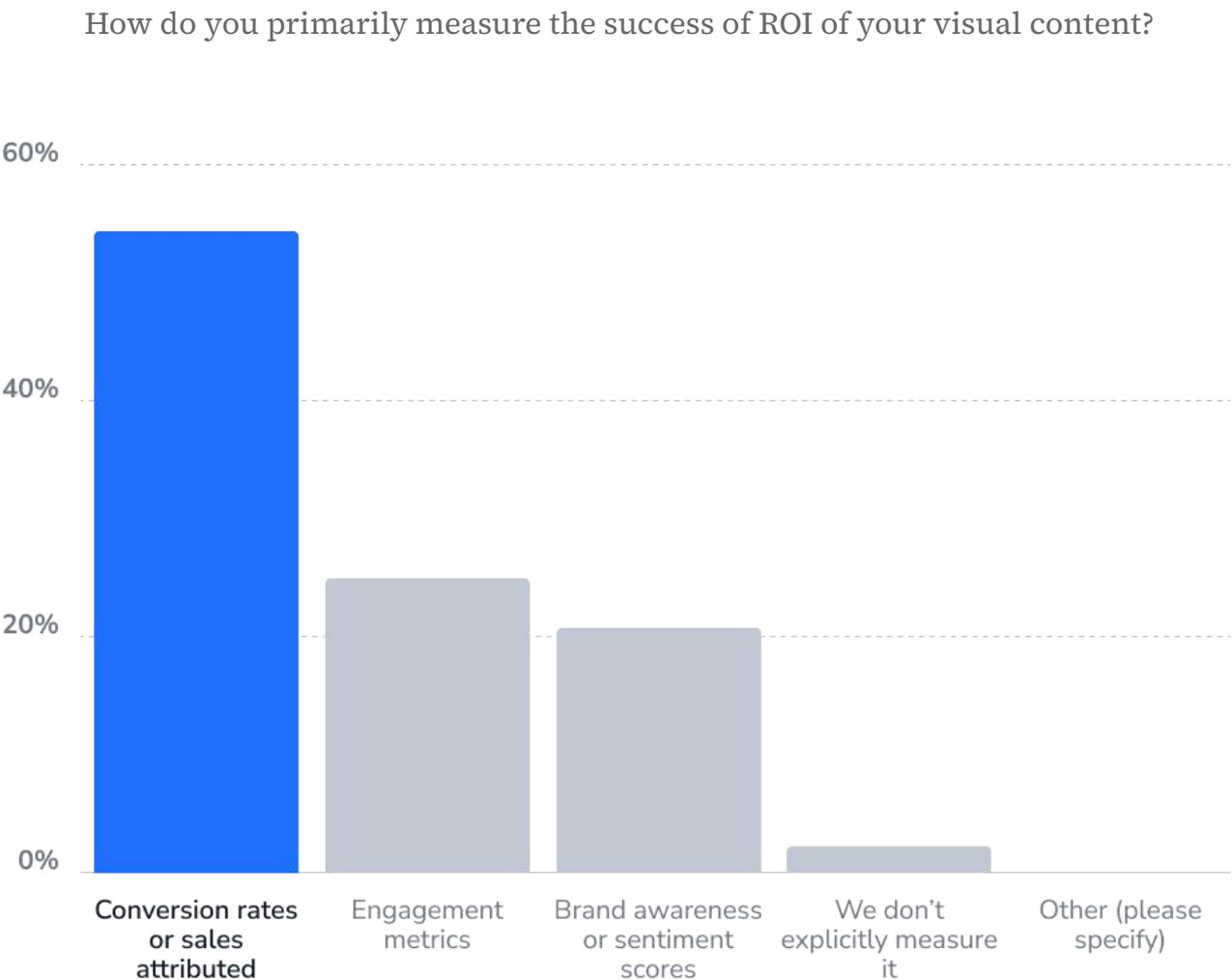
What is the biggest challenge your team faces in producing visual content?



The signal is clear. The bottleneck is budget-based, but there is also an issue coming up with creative and fresh ideas that engage audiences. When looking at cross-industry trends, we found that marketing seniors in the Tech industry are less likely to have challenges due to limited budget or resources (less than 20% of respondents in the Tech industry ranked budget and resources as #1 compared to the average of ~25% across the rest of respondents).

How teams judge success

When asked how they primarily measure the ROI of visual content, respondents were heavily anchored to improvements in conversion rates and sales attribution.





What this means for CMOs

1. **Blend real-world capture and AI:** Use photography and videography for authenticity and brand control, and apply AI where speed, variation, or cost are priorities.
2. **Industrialize production:** Improve production with affordable tools and standardized workflows, and use brainstorming sessions to generate more creative ideas.
3. **Adopt AI with governance:** Pilot AI-generated imagery where it adds speed or variation, document rights and review rigor. Don't forget to diligence your vendors to ensure robust security, satisfactory visuals, and cost-efficiency.

Methodology

The survey targeted full-time senior marketers and applied the following screeners: age 18+, full-time employment required, titles above Digital Marketing Specialist, and company size 11+ employees. Respondents reported industry vertical, GTM model, and then answered modules on ROI, production challenges, content effectiveness, AI usage and concerns, and future trends. These criteria and question frames were defined in the instrument.

Our Sources

Sample: 200 qualified respondents in the United States.

Fielding: September 8-15, 2025; online.

Audience definition: Full-time senior marketing roles, at companies with 11+ employees.

Industry mix: Tech 47%, Manufacturing 12%, Financial Services 11%, Retail 11%, Other 10%, Healthcare 7%, Media 2%, Travel 1%

GTM mix: Multi-location 28%, eCommerce 26%, Enterprise sales 23%, SaaS or subscription 17%, Marketplace 15%, Other 3%

Additional data: [HubSpot Video Marketing Report](#)



About Snappr

Snappr is a marketplace that lets businesses and individuals book professional photographers and videographers online. After entering when and where they need a shoot, Snappr matches customers with a pre-vetted local professional, and delivers finished images directly to the customer.

In addition to a marketplace, Snappr offers AI imagery. This offering is human-in-the-loop, with images generated by Snappr's model and then refined by their team of human creators.

If you have any questions about the report or want to get in touch, please reach out to visualtrendsreport@snappr.com