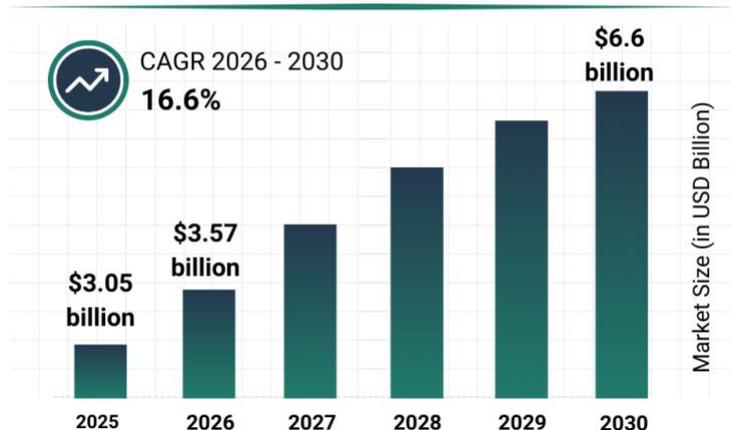


Creator Project Management Software Market Set to Reach \$6.6bn by 2030

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Creator Project Management Software
Market Report 2026

The Business
Research Company 



The global creator project management software market is forecast to grow to \$6.6 billion by 2030, expanding at a compound annual growth rate (CAGR) of 16.6%, driven by rising demand for AI-enabled tools and more integrated, collaborative workflows, according to a new report from The Business Research Company.

The sector is evolving rapidly as creators, agencies and marketing teams seek more efficient ways to manage increasingly complex digital projects. Growth is being fuelled by the adoption of AI-powered features, cross-platform integrations and real-time performance insights, alongside the expansion of mobile-first tools and emerging technologies such as augmented, virtual and extended reality.

AI and automation reshape project workflows

A key trend shaping the market is the shift toward AI-driven productivity. Platforms are increasingly embedding role-based AI assistants to automate tasks, generate content and improve workflow efficiency.

For example, ClickUp introduced ClickUp AI, a role-based assistant with more than 100 tools tailored to different use cases. Features include automated content generation, document summarisation and task prioritisation, enabling teams to move from idea to execution more quickly.

These developments reflect a broader move across project management software, where AI is no longer an add-on but a core component of how work is planned, executed and optimised.

Integration and collaboration drive adoption

As project environments become more distributed, demand for seamless collaboration tools continues to grow. Organisations are prioritising platforms that can integrate across their existing technology stack, enabling consistent data flow and reducing fragmentation.

The market is also seeing increased emphasis on real-time tracking, workflow automation and advanced analytics, allowing teams to monitor performance and adjust priorities more effectively.

A January 2025 partnership between Audioscenic and Dell highlights the wider trend of integrating advanced technologies into everyday tools. The collaboration introduced AI-enhanced 4D audio within PC monitors, signalling a move toward more immersive and integrated user experiences across digital environments.

Competitive landscape expands

The market remains highly competitive, with established and emerging players continuing to expand their capabilities. Key providers include OpenText, Atlassian, Monday.com, Asana, Notion, Miro, ClickUp, Airtable and Zoho, alongside a growing ecosystem of specialist platforms.

These companies are investing heavily in innovation to meet evolving user expectations around flexibility, scalability and ease of use.

Broad application across industries

The creator project management software market spans a wide range of use cases, from individual creators to large enterprises. Core applications include content planning, collaboration, workflow automation and reporting, with solutions delivered via cloud-based and on-premises models.

Segmentation across organisation size, deployment type and end-user groups reflects the diversity of demand, with increasing uptake among small and medium-sized businesses as well as larger organisations managing complex content and digital operations.

As digital work continues to expand, the market is expected to remain a key area of growth within the broader project management software landscape, with AI, integration and real-time insight shaping the next phase of development.