



FREE SAMPLE · MARKET REPORT · OCTOBER 2026

AI Income **Market** **Report** 2026

27 ways people earn with AI, rated for difficulty and competition, with checked demand data, verified revenue examples and the marketplace rules that change the economics.

INSIDE

- 01** How to read this report
- 02** The market in numbers
- 03** Where it is crowded

Contents

01 How to read this report

02 The market in numbers

03 Where it is crowded

How to read this report

This report maps 27 ways people earn money with AI in 2026: what each one is, how hard it is to get the first paying customers, how crowded it is, what makes it work and what usually goes wrong. It also collects the demand signals and revenue examples we could verify, the platform rules that can make or break an idea, and five directions worth a closer look.

It is research, not a promise: nothing here tells you what you will earn. Ratings are editorial judgements; numbers come from the public sources listed at the end.



How this report was made

A first draft came from an AI research tool. We checked every figure and rule against its source in October 2026, updated what had changed (Etsy's rules of 22 October 2026, current revenue figures), replaced a Fiverr "median" no source contained, and say where only secondary sources confirm something.

The one idea behind all of it

AI makes content and simple products cheap to produce; it does not make trust, distribution or a well-understood customer problem any cheaper. So the crowded categories are those where the AI does most of the work, and the promising ones are where it saves a buyer real time on a problem they already pay to solve.

The ratings

- **Difficulty 1-5:** how hard it is to reach the first paying customers, not just to make the thing. 1 = a weekend; 5 = months of building plus selling.
- **Saturation (Low to Very high):** how many similar offers already compete for the same buyers. A qualitative judgement, not a count of competitors; low saturation can also mean low demand.

The market in numbers

The strongest public signal in 2026: buyers pay for AI that is wired into their work, more than for content a model produced.

Signal	Figure	What it measures	Source
AI video generation and editing	+329%	Growth in freelancer earnings for the skill, 2025 vs. 2024, Upwork US marketplace	Upwork In-Demand Skills 2026
AI integration	+178%	Same measure: connecting AI tools and APIs to existing software	Upwork In-Demand Skills 2026
Skills that mention AI, overall	+109%	Same measure, all AI-related skills	Upwork In-Demand Skills 2026
Claude Code specialists	+938%	Growth in buyer searches, Nov 2025-Apr 2026 vs. May-Oct 2025, Fiverr	Fiverr Business Trends Index 2026
n8n AI automation	+125%	Same measure	Fiverr Business Trends Index 2026



Read growth rates carefully

Percentages like these start from a small base. Upwork itself notes that established skills (full-stack development, virtual assistance, data analytics, graphic design) still have far more work in absolute terms. A fast-growing skill is a good sign of demand, not a guarantee of volume or of rates.

What buyers pay on Fiverr

Fiverr's 2026 cost guides publish average fixed-project prices per service, from its marketplace data (the AI experts guide is dated 3 August 2026). They are averages, not medians and not rate cards, and the guides do not always agree with each other.

Service	Typical fixed price	Note
AI chatbot development	about \$520 per project	Another Fiverr guide reports about \$216; basic FAQ bots \$300-600, advanced assistants \$700-1,500
AI websites and software	about \$371	
Machine learning	about \$367	Hourly \$25-75
Custom GPT applications	about \$341	
AI integration	about \$298	Connecting AI to existing systems such as a CRM
AI agent development	about \$295	Hourly \$10-200
AI strategy consulting	about \$116	Hourly \$10-125
AI lessons and training	about \$98	Per session
ComfyUI workflow creation	about \$149	
AI video art	\$45-222	A range, not an average
AI artist services	about \$92	Overall range quoted \$13.50-275
Custom image prompts	about \$61	

The pattern matches the growth data: work that connects AI to a business's own systems is priced several times higher than generating images or prompts.

What the numbers have in common: tools and integrations that save a business hours (automations, AI wired into existing software, video production) are growing fastest. Buyers increasingly search for a specific tool they have heard of and want someone to operate it for them.

Where it is crowded

Generic products that are easy to generate are the hardest to stand out with. Specialised offers have less visible competition but usually need more skill.

Category	Saturation
Prompt packs	Very high
Generic AI stock images	Very high
Mass-produced e-books	Very high
Social media post templates	Very high
Simple ChatGPT-style chatbots	High
Niche B2B automations	Medium
Verification and safety of AI agents	Low-medium
Specialised data APIs	Lower

These are editorial ratings, not market-share data. Low saturation can also mean that few people want to buy.