



AI Brand Leader Report

AI App Builder Platforms

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Executive Summary

This report presents the results of 234 votes from the AI developer community for Market Leader and Innovation Leader for AI App Builder Platforms, 1 of 26 products in the AI Engineering stack covered by March 2026 AI Brand Leader surveys.

This was by far the most difficult product taxonomy we've ever built because the AI engineering market is moving so fast, it's highly fragmented, full of new names, conflicting definitions, and the offerings in the product categories often overlap with the capabilities of products in other categories.

We're confident the taxonomy we use next year will look very different.



We define AI App Builder Platforms as tools and environments that enable developers to rapidly design, prototype, and deploy AI-powered applications, often with minimal infrastructure overhead.

These platforms provide capabilities such as UI generation, workflow orchestration, model integration, hosting, and deployment, allowing developers to move from idea to production quickly. They serve as the interface layer between AI models and end-user applications, accelerating the creation of interactive AI experiences.

The March 2026 IT Brand Pulse survey highlights Vercel as the market leader with 25.2% of votes, followed by Replit at 20.1%, indicating a fragmented and competitive category without a dominant player.

At the same time, Vercel also leads in innovation with 21.8% of votes, but faces close competition from Gradio at 18.4% and Replit at 17.9%, suggesting innovation is broadly distributed across multiple vendors and several platforms are contributing to how AI applications are built and deployed.

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What it means

Market leadership is not simply about size or revenue. In the AI world, it signals a brand's ability to set direction for the industry. A market leader defines categories, influences standards, attracts ecosystems, and becomes the default choice for buyers who want confidence and continuity.

Why it matters

AI buyers, especially enterprise buyers, want stability as much as innovation. They want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance.

The AI compute, storage, and networking market is in relentless flux. Technology leaps, pricing shifts, and competitive plays happen at breakneck speed. Brand leadership whipsaws as yesterday's innovators become today's laggards, while new entrants seize fleeting advantages. Perceptions shift constantly, creating volatility in trust, adoption, and market dominance. In this environment, market leadership becomes a stabilizing force.

In AI infrastructure, brands like NVIDIA and Dell demonstrate this dynamic. When IT Brand Pulse surveys AI infrastructure professionals, these brands emerge as primary benefactors, leveraging scale, ecosystems, and innovation to capture mindshare, reinforce leadership, and amplify perceptions of enduring strength and trust.

Market leadership becomes a strategic moat, one that can outlast technological cycles. A strong market leader builds ecosystem gravity that attracts developers, partners, integrations, and corporate alliances. Developers learn CUDA; universities teach CUDA; startups build on CUDA. This ecosystem gravity makes market leadership self-reinforcing in ways that pure technical advantages cannot match.



What it means

In AI, innovation is not optional. It's survival. Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's not about hype. It's about consistently releasing smarter models, introducing new techniques, improving performance, speed, and efficiency, challenging assumptions and solving previously unsolved problems

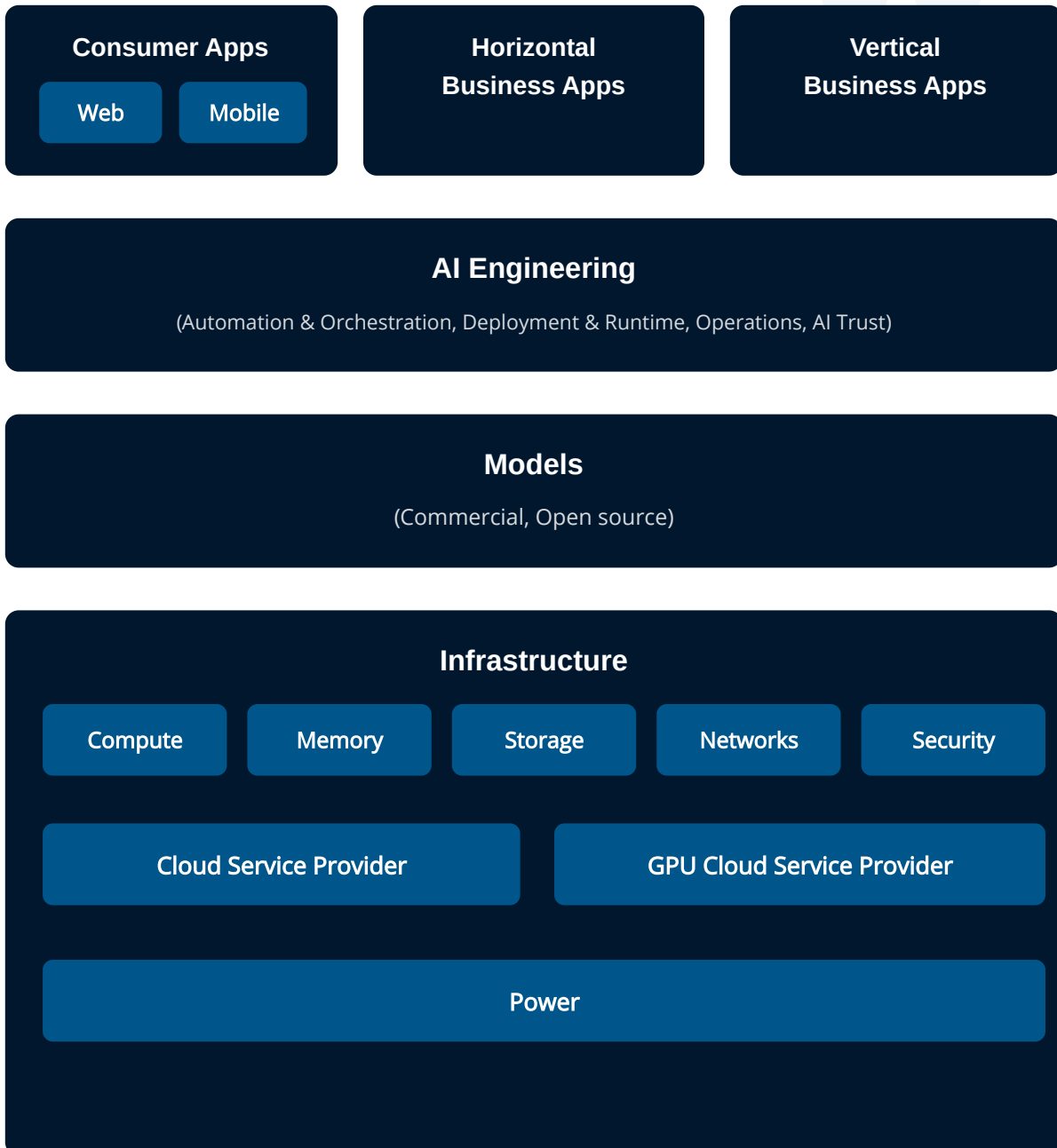
Why it matters

AI companies are judged by their rate of progress. Buyers want assurance that a brand's solutions won't fall behind as models and hardware evolve. Innovation demonstrates vitality, proof that the brand is not static. Innovation leadership attracts top engineering talent, fuels investor confidence, inspires developers to build on the platform, signals that the brand is shaping the future, not reacting to it.

In a market where yesterday's breakthrough becomes today's baseline, intelligence leadership is one of the strongest predictors of long-term viability. The brands that win are those that make others react to them, not the other way around. Consider how quickly the landscape shifts: a model architecture that was revolutionary six months ago is now table stakes. Inference speeds that were impressive last quarter are now minimum requirements. In this environment, a brand's innovation velocity becomes a signal of its future relevance. Buyers aren't just evaluating what a brand can do today; they're evaluating whether it will still be leading tomorrow.

AI Product Taxonomy

The AI App Builder Platforms covered in this survey are part of the AI Engineering layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



AI Engineering Stack

Below is the stack of 7 product categories and 26 sub-categories, including AI App Builder Platforms, that make up the AI Engineering layer in our AI Product Taxonomy.

Development

- AI Model Development Frameworks
- Foundation Model Platforms
- LLMOps Platforms
- AI Agent Development Frameworks
- AI App Builder Platforms

Context & Memory

- AI Context Engineering Platforms
- AI Memory Platforms
- Multimodal Memory Platforms
- Knowledge Graph Platforms
- Vector Databases

Data & Retrieval

- Feature Stores
- Synthetic Data Platforms
- Data Labeling Platforms

Automation & Orchestration

- AI Workflow Automation Platforms
- Agent Orchestration Platforms
- AI Integration Platforms
- Deployment & Runtime
- Model Serving Platforms
- AI Inference Optimization Platforms
- AI Application Platforms

Operations

- AI Observability Platforms
- AI Evaluation Platforms
- Experiment Tracking Platforms
- Model Registry Platforms

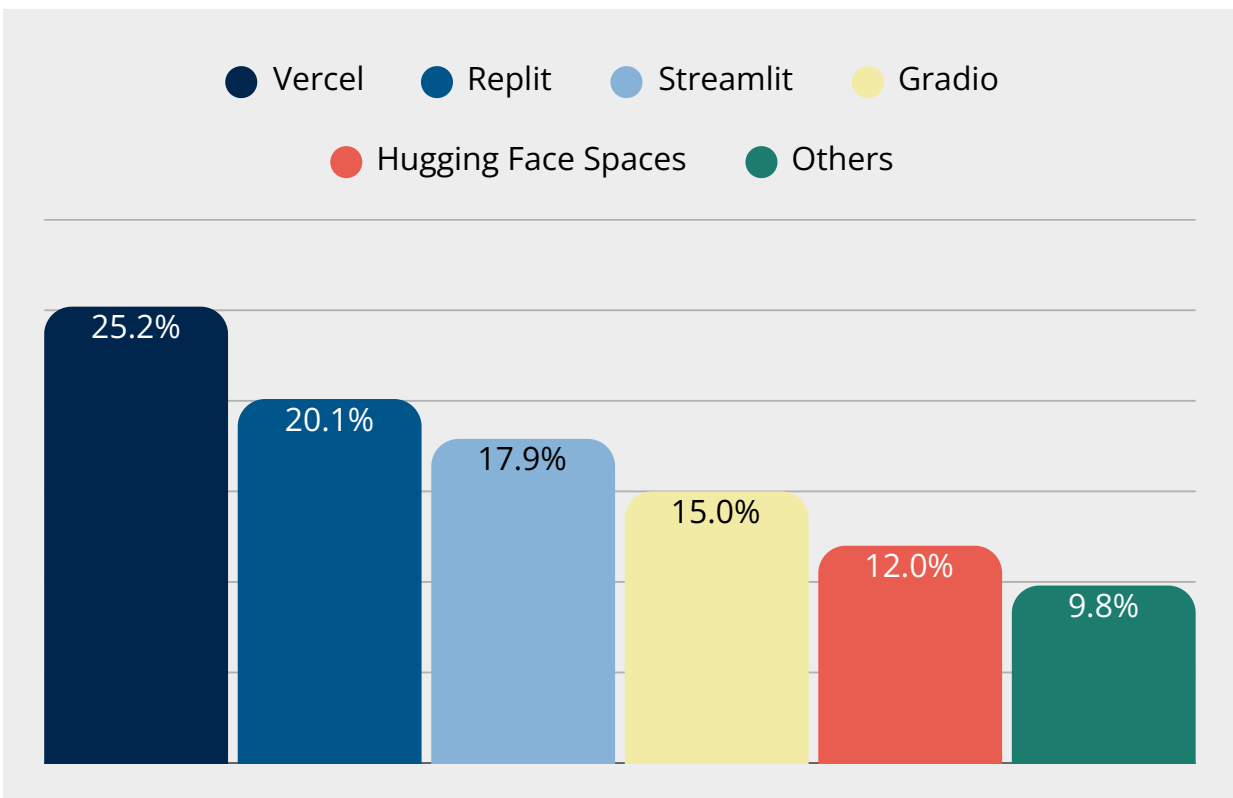
AI Trust

- AI Governance Platforms
- AI Security Platforms
- AI Guardrails Platforms

AI App Builder Platforms



The AI developer community voted Vercel as the Market Leader for AI App Builder Platforms, with 25.2% of votes, followed by Replit at 20.1%. With nearly 55% of votes distributed across Streamlit, Gradio, Hugging Face Spaces, and Others, the category clearly lacks consolidation, and multiple platforms remain viable depending on developer needs and use cases.

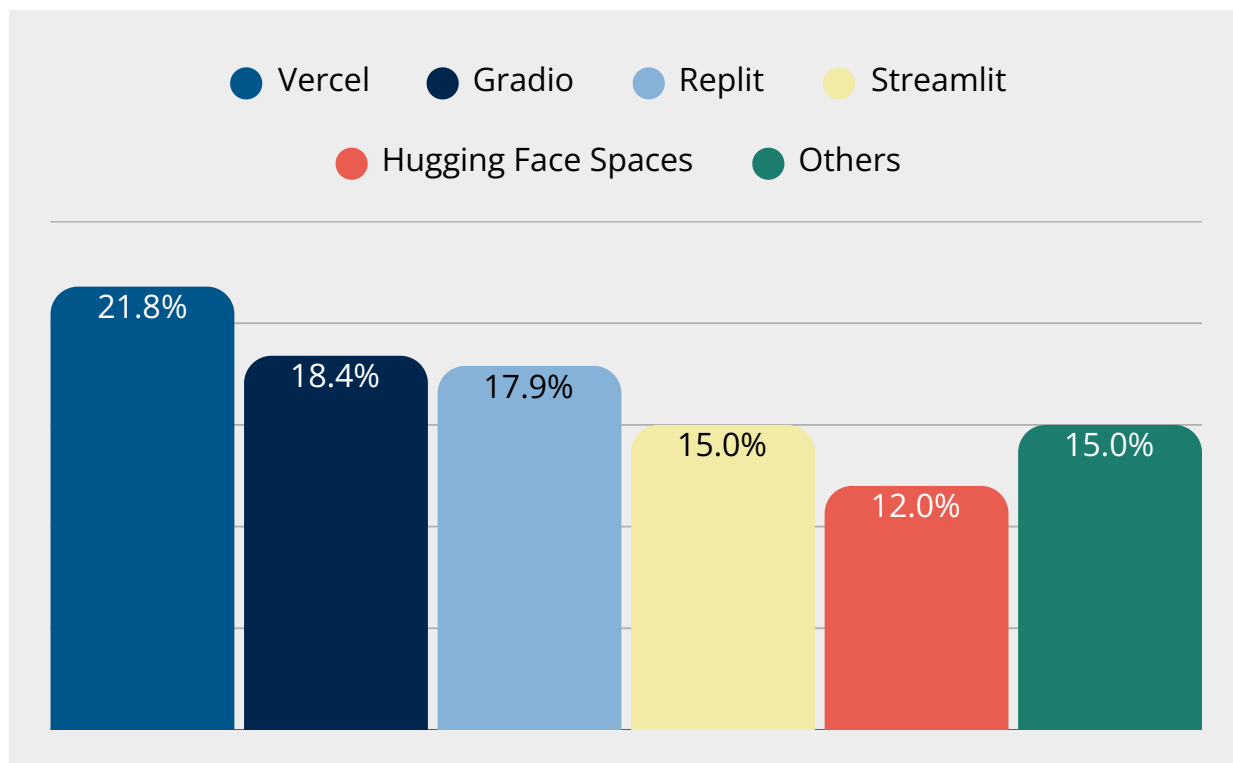


Vercel's lead reflects its strength in frontend development, deployment simplicity, and seamless developer experience, particularly for building modern web applications integrated with AI. However, the close positioning of Replit and the strong showing from Streamlit and Gradio suggest that developers are also prioritizing ease of prototyping, interactivity, and rapid iteration, which keeps the competitive landscape wide open.

AI App Builder Platforms



Vercel was voted the Innovation Leader, with 21.8% of votes, followed by Gradio at 18.4% and Replit at 17.9%. The 3% spread indicates no dominant leader, with innovation perceived as distributed across several vendors. Unlike categories where one vendor clearly defines the frontier, these results suggest that developers see multiple platforms contributing meaningful advancements in how AI applications are built and deployed.



Vercel's innovation leadership is tied to its advancements in edge deployment, serverless architecture, and seamless integration of AI into modern web development workflows. At the same time, Gradio's strong position reflects its role in enabling fast, interactive AI demos and prototyping, while Replit continues to innovate around collaborative development environments and AI-assisted coding workflows.



Looking Forward



Predictions

Major shifts in the AI landscape will materially change both how IT Brand Pulse structures the AI Engineering taxonomy and how brand leadership is measured, as application development becomes the primary interface for AI adoption.

1. The AI engineering category will shift from infrastructure-first to application-first.

The center of gravity will move away from models and infrastructure toward application layers where end-user value is created. The taxonomy will need to reflect this by elevating categories like AI App Builders and Agent Platforms, rather than treating them as secondary layers.

2. The development sub-category will evolve into full-stack AI application environments.

Development will no longer be split between backend models and frontend tools; instead, platforms will provide end-to-end environments for building, deploying, and iterating on AI applications. This will likely drive consolidation, with fewer platforms capturing a larger share of developer mindshare.

3. AI App Builder Platforms will converge with agent frameworks and model platforms.

This category will increasingly merge with AI Agent Development Frameworks and AI Model Platforms, forming unified systems that handle everything from model interaction to user interface and deployment. Brand leadership will shift from who has the best builder tool to who owns the entire application lifecycle.



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AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

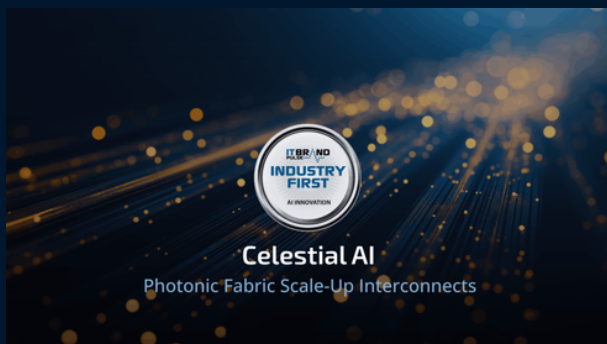




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



Celestial AI

Photonic Fabric Scale-Up Interconnects



XConn

Hybrid PCIe/CXL Switches



Deep Frame

Photorealistic Feature Film



Cerebras AI

1-Trillion Transistor AI Accelerator

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