



# AI Brand Leader Report

Synthetic Data Platforms

[itbrandpulse.com](https://itbrandpulse.com)



# Executive Summary

This report presents the results of 219 votes from the AI developer community for Market Leader and Innovation Leader for Synthetic Data 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 Synthetic Data Platforms as systems that generate artificial datasets that statistically mirror real-world data while preserving privacy, enabling AI and machine learning development without exposing sensitive information.

These platforms provide structured data synthesis, image and video simulation, privacy-preserving data generation, bias control, and data augmentation.

Synthetic data platforms are increasingly critical for overcoming data scarcity, accelerating model training, and ensuring compliance with privacy regulations across industries such as healthcare, finance, and autonomous systems.

The March 2026 IT Brand Pulse survey shows Gretel.ai as both the Market Leader (27.9%) and Innovation Leader (30.1%).

The presence of multiple vendors with double-digit share, along suggests a fragmented and evolving market where different approaches (structured data synthesis, simulation-based generation, and privacy-first architectures) are all gaining traction.

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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

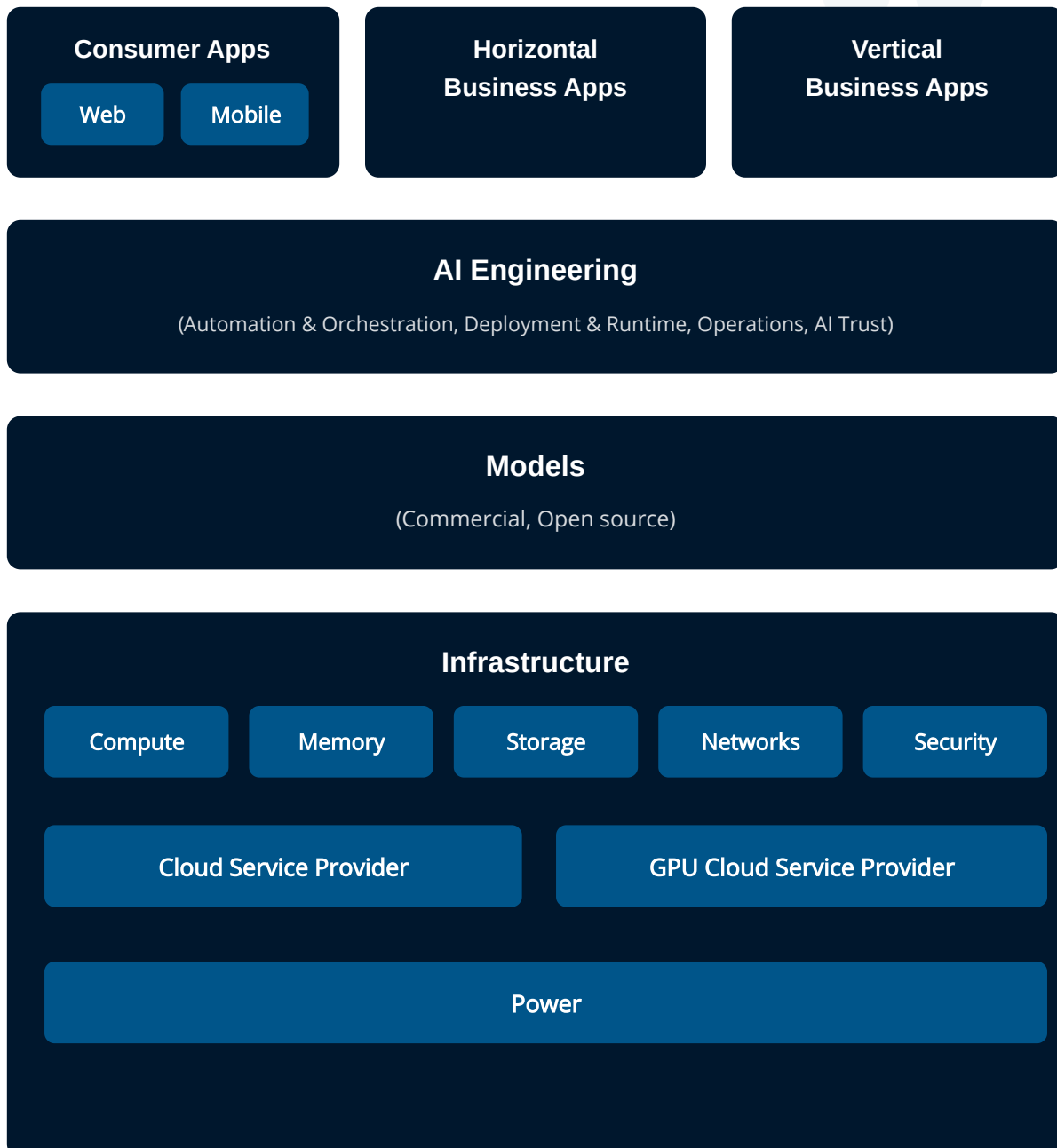
## Why it matters

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 Synthetic Data 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 Synthetic Data 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

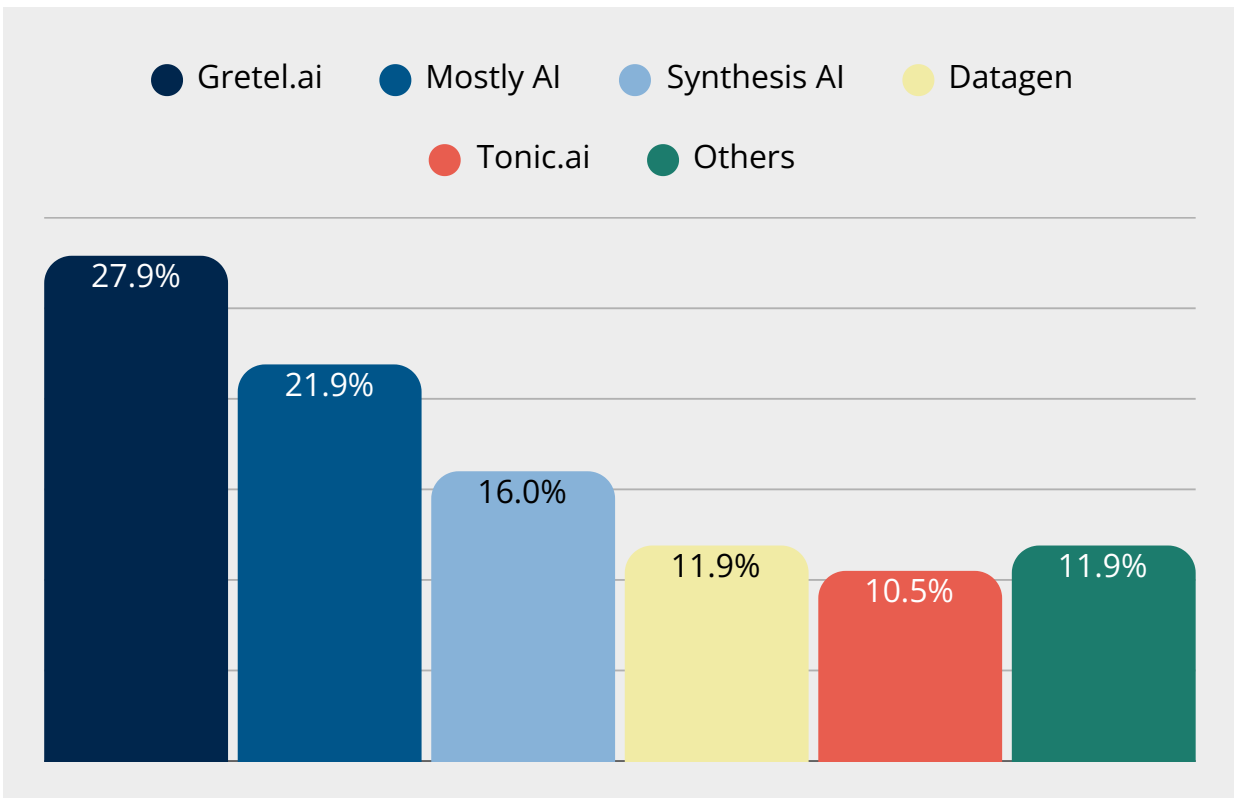
## **AI Trust**

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

# Synthetic Data Platforms



The AI developer community voted Gretel.ai as the Market Leader with 27.9% of votes, followed by Mostly AI at 21.9%, resulting in a 6.0-point spread. This indicates a clear leader but not a dominant one, as a large portion of votes is distributed across Mostly AI, Synthesis AI, Datagen, Tonic.ai, and Others. The relatively narrow spread at the top reflects a market that is still developing, with no single vendor yet defining the category.

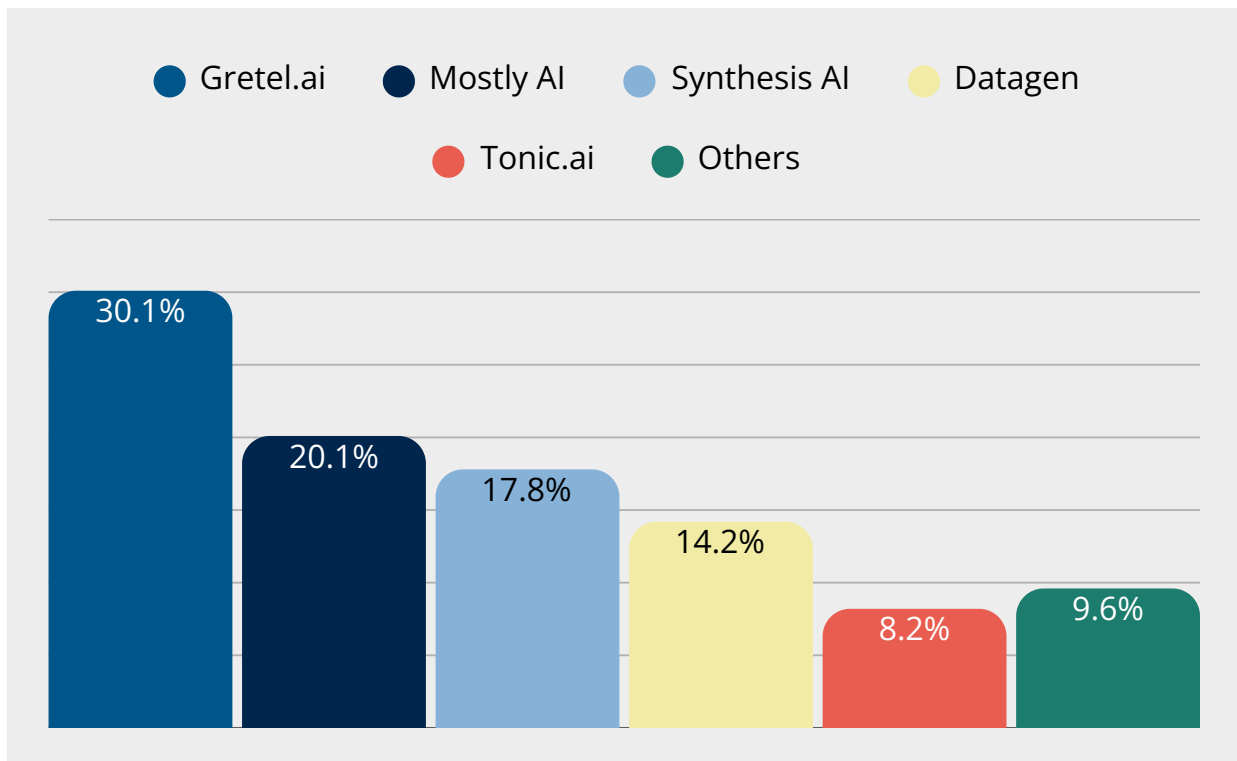


Gretel.ai's lead is widely recognized for enabling teams to generate high-quality synthetic datasets that maintain statistical fidelity while protecting sensitive information. Its ease of use, API-driven approach, and alignment with real-world enterprise data challenges contribute to strong adoption. Mostly AI is a close competitor with deep expertise in structured data synthesis and privacy.

# Synthetic Data Platforms



Gretel.ai leads the Innovation category with 30.1% of votes, ahead of Mostly AI at 20.1%, resulting in a 10-point spread. This indicates a clear innovation lead, though not an overwhelming one, as several vendors continue to push innovation in different directions, particularly in simulation and multimodal data generation.



There is a strong correlation between market leadership and innovation leadership, with Gretel.ai leading both categories. This alignment suggests that, in synthetic data platforms, innovation in privacy, usability, and data fidelity is directly translating into developer adoption. However, the close competition indicates that leadership is still fluid, especially as new use cases emerge in multimodal and simulation-based AI.

# Looking Forward



## Predictions

### **1. The AI engineering category will shift toward data generation and augmentation systems.**

AI engineering will increasingly focus not just on consuming data, but on creating and augmenting data to improve model performance and coverage. Brand leader voting will shift toward vendors that enable scalable, high-quality data creation.

### **2. The development sub-category will evolve into data-centric AI engineering workflows.**

Developers will spend more time generating, curating, and augmenting datasets than building models from scratch. Voting will shift from “which model or tool is best” to “which platform best enables high-quality, compliant, and scalable data workflows.”

### **3. Synthetic Data Platforms will fragment into structured, simulation, and multimodal leaders.**

The category will split into Structured data synthesis platforms (e.g., Gretel.ai, Mostly AI), Simulation and computer vision platforms (e.g., Synthesis AI, Datagen), and Privacy-first enterprise data platforms (e.g., Tonic.ai)

IT Brand Pulse may need to refine the taxonomy into subcategories such as Structured Synthetic Data, Simulation-Based Synthetic Data, and Privacy-Preserving Data Platforms. Future brand leader voting will need to measure not only data quality and fidelity, but also how well platforms support multimodal AI, regulatory compliance, and integration into end-to-end AI pipelines.



## 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>.

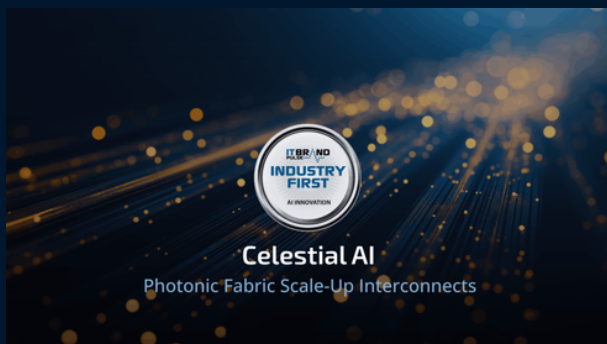




## Industry First Program

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](https://itbrandpulse.com/industry-first).



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