The State of AI Companions

2026 Industry Landscape Report

A data-driven snapshot of the AI companion market, drawn from **242** tracked products on the isoulchat directory.

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Data snapshot: 2026-11-05

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Executive summary

242	153	93%	63%	3.78
products tracked	SFW + toggle-NSFW	offer a free tier	generate images	avg rating (203 rated)

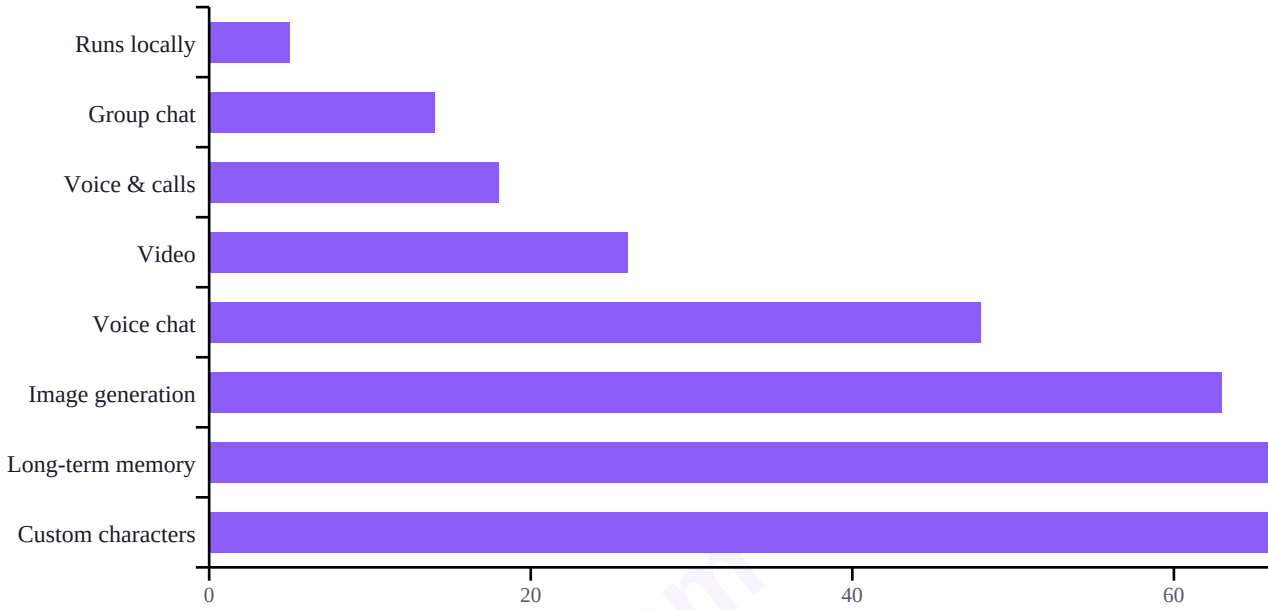
The AI companion space is broad and fast-moving. This report maps the landscape using real attributes of **242** products — what they do, how they price, where they live, and who they are built for. Every figure here is computed directly from the product catalog; nothing is estimated or fabricated. Where we lack historical data we describe the current structure rather than inventing a trend.

Methodology

Source: the isoulchat directory catalog, a curated index of AI companion and character-AI products. Snapshot generated **2026-11-05**. The dataset spans **242** entries: **153** safe-for-work or toggle-NSFW products visible by default, plus **89** adult-oriented entries tracked separately. Feature coverage, pricing, platforms and orientations are derived from each product's declared attributes. No ratings or coverage figures are modeled — they are counted as published.

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What companions can do



Memory and customisation lead the category: **67%** of products advertise long-term memory and **68%** let users build their own characters. Image generation is now near-ubiquitous at **63%**, while live voice calls (**18%**) and on-device / local runs (**5%**) remain niche differentiators.

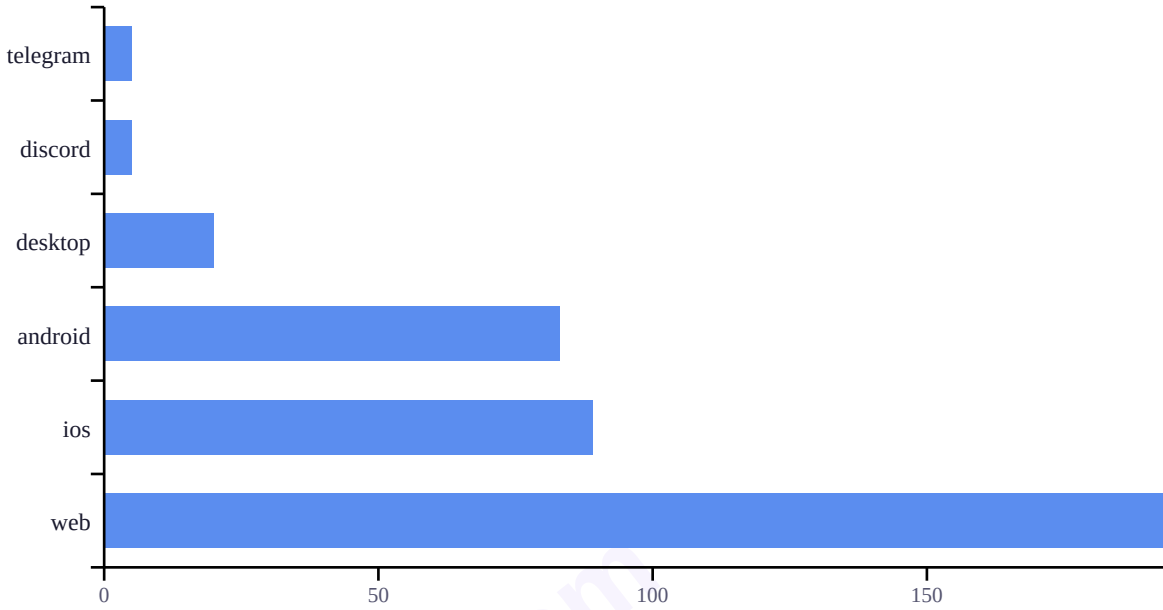
How they price

Free entry is the norm: **93%** of tracked products offer a free tier. Among those with a paid plan, the average effective monthly price (annual pricing amortised) is **$10.38**. Distribution of effective monthly cost:

Price band	Products	Share
Free / freemium	124	51%
$1–5 / mo	21	9%
$5–10 / mo	53	22%
$10–20 / mo	33	14%
$20+ / mo	11	5%

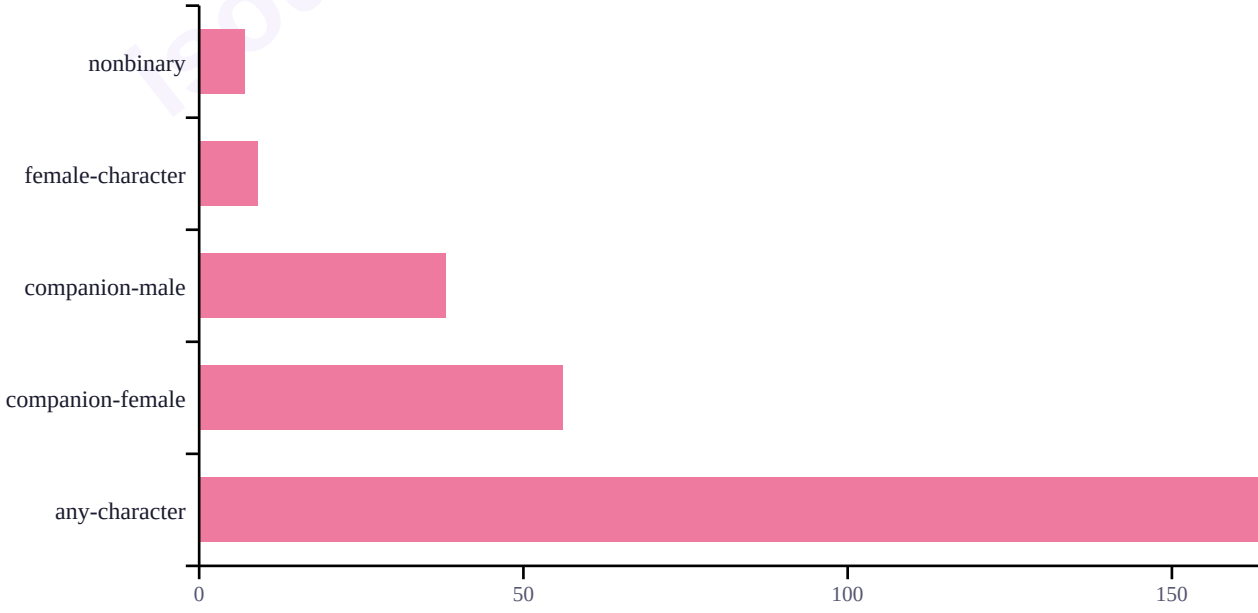
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Where they live



Most companions are reachable from a browser, with native mobile apps close behind. Community platforms such as Discord and Telegram remain a meaningful distribution surface for a sizable minority of products.

Who they are built for



Visual style mix: **realistic** 99, **mixed** 97, **anime** 45.

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What people search for

Top tracked categories

Category	Products
roleplay	120
free-budget	104
create-your-own	90
image-gen	84
memory	54
video	52
voice-calls	38
top-picks	9

Highest-volume tags

- **has-free-tier** — 210 products
- **web** — 206 products
- **text-chat** — 205 products
- **any-character** — 162 products
- **image-gen** — 139 products
- **ios** — 89 products
- **android** — 84 products
- **sfw-only** — 72 products
- **under-10** — 72 products
- **voice-notes** — 71 products
- **annual-discount** — 66 products
- **character-library** — 64 products
- **mature-toggle** — 52 products
- **companion-female** — 51 products
- **voice-call** — 43 products

Editor's picks

Standout products our editors chose this year:

- **Character.AI**

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- **SillyTavern**
- **Nomi AI**
- **Replika**
- **Pi**
- **Wysa**
- **SoulChat**

Takeaways

- Free tiers dominate (93%) — the category competes on depth of relationship, not paywall.
- Memory and customisation are table stakes; live voice calls and on-device runs are the real differentiators.
- Image generation is nearly universal (63%); video and group chat are still early.
- Web remains the default surface, but native mobile and community platforms (Discord/Telegram) are material.

This report reflects a single point-in-time snapshot of the isoulchat catalog. It is published as an open reference for journalists, researchers and builders. Attribution back to isoulchat.com is appreciated but not required.

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