

# **Global Cognitive Search Market Size Study & Forecast, by Component (Solutions & Services), Technology (ML & Deep Learning, NLP), Application (Search & Discovery, Content Management), Deployment (On-premise, Cloud), Enterprise Size (SME, Large Enterprise) and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Cognitive Search Market is valued at approximately USD 2.1 billion in 2024 and is projected to surge to USD 23.39 billion by 2035, advancing at a robust CAGR of 24.5% over the forecast period 2025–2035. Cognitive search refers to intelligent search systems that leverage artificial intelligence to understand intent, context, and semantics, thereby transforming raw data into actionable insight. Unlike traditional keyword-based search, cognitive search platforms stitch together machine learning models, natural language processing, and deep learning algorithms to surface highly relevant results from vast, unstructured data pools. As enterprises grapple with exploding data volumes and increasingly complex information ecosystems, cognitive search is being taken up as a strategic enabler for faster decision-making, knowledge discovery, and operational agility.

The rapid digitalization of enterprises, coupled with the proliferation of unstructured data across documents, emails, videos, and enterprise applications, has sharply pushed up demand for advanced search intelligence. Organizations are leaning into cognitive search solutions to break down data silos, improve employee productivity, and elevate customer experiences by delivering precise, context-aware information in real time. The growing adoption of AI-first strategies, the need to automate knowledge workflows, and the rising emphasis on data democratization are collectively acting as powerful tailwinds

for market expansion. However, challenges such as data privacy concerns, integration complexity with legacy systems, and the shortage of skilled AI talent are tempering adoption rates in certain regions during the 2025–2035 period.

**The detailed segments and sub-segments included in the report are:**

By Component:

Solutions

Services

By Technology:

Machine Learning & Deep Learning

Natural Language Processing (NLP)

By Application:

Search & Discovery

Content Management

By Deployment:

On Premise

Cloud

By Enterprise Size:

SME

Large

## By Region:

### North America

U.S.

Canada

### Europe

UK

Germany

France

Spain

Italy

Rest of Europe

### Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

## Latin America

Brazil

Mexico

## Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Among the application segments, search and discovery is expected to dominate the Global Cognitive Search Market throughout the forecast horizon. Enterprises across industries are increasingly rolling out cognitive search platforms to uncover hidden insights from sprawling data repositories, accelerate research workflows, and empower knowledge workers with faster access to relevant information. As organizations strive to move from reactive data usage to proactive intelligence generation, search and discovery applications are being leaned on heavily to support strategic planning, risk mitigation, and innovation initiatives. While content management continues to hold relevance, the immediacy and business impact of advanced search capabilities position search and discovery as the dominant force.

From a revenue perspective, solutions currently account for the largest share of the market. Cognitive search solutions are being widely deployed as core enterprise platforms, integrating advanced AI engines, analytics layers, and intuitive user interfaces into a single, scalable offering. These solutions command higher revenue due to licensing models, continuous upgrades, and customization requirements tailored to specific enterprise use cases. Services, including consulting, integration, and support, play a crucial enabling role; however, it is the solutions segment that continues to lead revenue generation as organizations prioritize long-term platform investments over one-

off service engagements.

The regional landscape of the Global Cognitive Search Market reveals North America as the current market leader, driven by early AI adoption, strong presence of major technology providers, and aggressive digital transformation initiatives across enterprises. Europe follows closely, supported by rising investments in AI-driven knowledge management and compliance-focused information retrieval systems. Asia Pacific is anticipated to register the fastest growth over the forecast period, as rapid digitalization, expanding enterprise data footprints, and government-backed AI initiatives in countries such as China and India continue to gather momentum. Latin America and the Middle East & Africa are also steadily emerging as promising markets, as organizations in these regions begin to scale up their AI and analytics capabilities.

**Major market players included in this report are:**

IBM Corporation

Microsoft Corporation

Google LLC

Amazon Web Services, Inc.

SAP SE

Oracle Corporation

Elastic N.V.

Lucidworks, Inc.

Coveo Solutions Inc.

Sinequa

Attivio (a ServiceNow company)

Mindbreeze GmbH

Baidu, Inc.

OpenText Corporation

Dassault Syst?mes

### **Global Cognitive Search Market Report Scope:**

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments and countries in recent years and to forecast their values for the coming years. The report is structured to weave together both qualitative insights and quantitative rigor, offering a balanced view of the cognitive search ecosystem across the regions under study. It delivers in-depth coverage of growth drivers, constraints, and emerging opportunities that are set to shape the market between 2025 and 2035, while also mapping out the competitive landscape and product strategies of leading players. The detailed segments and sub-segments of the market are explained below:

### **Key Takeaways:**

Market estimates and forecasts for 10 years from 2025 to 2035.

Annualized revenue analysis with regional- and segment-level insights.

Detailed geographical assessment with country-level evaluation of major regions.

Competitive landscape analysis highlighting key players and strategic initiatives.

Examination of market structure, demand-side drivers, and supply-side dynamics.

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