

Global Enterprise Artificial Intelligence (AI) Market Size Study & Forecast, by Solution, Service, Deployment, Industry Vertical and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/G39594169D2CEN.html>

Date: June 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G39594169D2CEN

Abstracts

The Global Enterprise Artificial Intelligence (AI) Market is valued at approximately USD 35.33 billion in 2024 and is anticipated to witness meteoric growth at a CAGR of 34.60% during the forecast period 2025-2035. Enterprise AI is rapidly emerging as a transformative force across industries by embedding cognitive computing and data-driven intelligence into everyday business operations. Whether it's optimizing supply chains, personalizing customer experiences, automating HR and finance, or generating strategic business insights, AI is enabling enterprises to reimagine workflows with unprecedented agility. The convergence of high-performance computing, scalable cloud platforms, and advanced algorithms has made enterprise-grade AI not just feasible but imperative for those seeking a competitive edge in today's data-first economy.

The accelerated digital transformation initiatives post-pandemic have propelled the integration of AI solutions into enterprise environments. Organizations are increasingly deploying AI-powered platforms for customer management, marketing automation, intelligent sales forecasting, and predictive business intelligence. The deployment models—both cloud-based and on-premise—are being customized to suit industry-specific compliance and operational needs. Furthermore, AI-as-a-Service and pre-built AI models are reducing the complexity barrier, enabling even mid-sized firms to adopt and scale AI efficiently. AI-driven decision support systems and virtual assistants are also witnessing exponential uptake in sectors such as BFSI, healthcare, retail, and telecommunications, creating vast market potential for solution providers.

Regionally, North America commands a dominant share in the Enterprise AI Market

owing to robust digital infrastructure, strong enterprise AI spending, and the presence of pioneering tech giants like Microsoft, IBM, and Google. The U.S. remains at the core of innovation, heavily investing in AI R&D, government-supported AI ethics frameworks, and widespread enterprise adoption across verticals. Europe follows suit, driven by regulations favoring trustworthy AI, cross-border data strategies, and strategic national AI plans. On the other hand, Asia Pacific is poised to grow at the fastest pace, fueled by smart manufacturing in Japan and South Korea, rapid digitalization in India, and China's massive AI ecosystem, backed by state-driven investments and industrial AI deployment across manufacturing, healthcare, and financial sectors.

Major market player included in this report are:

IBM Corporation

Microsoft Corporation

Amazon Web Services, Inc.

Google LLC

SAP SE

Salesforce, Inc.

Oracle Corporation

NVIDIA Corporation

Intel Corporation

Baidu, Inc.

SAS Institute Inc.

Hewlett Packard Enterprise (HPE)

DataRobot, Inc.

Huawei Technologies Co., Ltd.

OpenAI, Inc.

Global Enterprise Artificial Intelligence (AI) 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 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 & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Solution:

Business Intelligence

Customer Management

Sales & Marketing

By Service:

Professional

Managed

By Deployment:

Cloud Deployment

On-Premise Deployment

By Industry Vertical:

Retail

Healthcare

Automotive

Aerospace

Media and Entertainment

Banking and Financial Services

IT and Telecommunication

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

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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