

# **Global Machine Learning Market Size study & Forecast, by Enterprise Type (Small & Mid-sized Enterprises (SMEs) and Large Enterprises), Deployment (Cloud and On-premise), End-Use Industry (Healthcare, Retail, IT and Telecommunication, BFSI, Automotive and Transportation, Advertising and Media, Manufacturing, and Others) and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Machine Learning Market is valued at approximately USD 35.32 billion in 2024 and is anticipated to grow at a CAGR of more than 30.50% over the forecast period 2025-2035. Machine learning refers to the field of artificial intelligence (AI) that enables systems to automatically learn and improve from experience without being explicitly programmed. By analyzing patterns and relationships within large volumes of data, machine learning algorithms allow organizations to automate decision-making, enhance predictive capabilities, and unlock new business insights. The surge in data-driven strategies across industries, coupled with the exponential growth of digital transformation initiatives, has pushed machine learning into mainstream adoption. With businesses striving to build competitive edges through AI integration, the demand for scalable, intelligent, and adaptive systems is expected to accelerate significantly during the forecast horizon.

The rising use of AI across key industries, including healthcare, BFSI, and retail, has bolstered demand for machine learning solutions. These technologies optimize operations by enabling predictive diagnostics in healthcare, fraud detection in banking,

and personalized shopping experiences in retail. For instance, in 2023, Statista highlighted that global spending on AI systems is expected to surpass USD 300 billion by 2030, indicating the deep penetration of machine learning at the enterprise level. Furthermore, cloud-based solutions are expanding access to machine learning tools, allowing organizations of all sizes to deploy AI at scale without massive infrastructure investments. However, challenges such as high implementation costs and data privacy concerns continue to hinder market expansion despite the clear business value machine learning delivers.

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

By Enterprise Type:

Small & Mid-sized Enterprises (SMEs)

Large Enterprises

By Deployment:

Cloud

On-premise

By End-Use Industry:

Healthcare

Retail

IT and Telecommunication

BFSI

Automotive and Transportation

Advertising and Media

Manufacturing

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

### Small & Mid-sized Enterprises are Expected to Dominate the Market

Among enterprise types, small and mid-sized enterprises (SMEs) are expected to dominate the global market share throughout the forecast period. SMEs are increasingly leveraging machine learning to automate workflows, reduce operational costs, and access data-driven decision-making previously limited to large enterprises. Affordable cloud-based AI tools and platforms have further empowered SMEs to deploy solutions across customer service, marketing, and financial operations, making them the most dynamic adopters of machine learning. While large enterprises remain significant contributors, the agility and innovative adoption pace of SMEs make them a central growth driver of the overall market.

### Cloud Deployment Leads in Revenue Contribution

In terms of deployment, cloud-based solutions currently account for the largest share of revenue, driven by the rapid adoption of SaaS and PaaS models. Cloud deployment

eliminates the need for heavy upfront infrastructure, offering scalability, flexibility, and cost-efficiency. This approach has been particularly attractive for SMEs and enterprises expanding across geographies, as it facilitates easier access to cutting-edge AI tools without requiring substantial capital investment. On-premise deployment continues to be preferred in industries handling sensitive data such as BFSI and healthcare, where regulatory compliance and data security concerns are paramount. Nevertheless, cloud-based machine learning is projected to maintain its revenue leadership, with demand fueled by hybrid and multi-cloud strategies.

The key regions considered for the Global Machine Learning Market study include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America led the market in 2025, benefiting from early adoption of AI technologies, a strong ecosystem of machine learning solution providers, and robust venture capital funding for AI startups. The presence of major technology giants, coupled with government initiatives to promote AI innovation, has cemented North America's leadership position. Meanwhile, Asia Pacific is forecasted to be the fastest-growing region, fueled by the digitalization wave sweeping across India, China, and Southeast Asia. Expanding investments in AI R&D, coupled with government-backed initiatives supporting Industry 4.0 and smart city projects, are creating significant opportunities for machine learning adoption in the region. Europe also continues to emerge as a strategic market, driven by data governance frameworks and growing adoption of AI-driven automation in manufacturing and finance.

Major market players included in this report are:

IBM Corporation

Microsoft Corporation

Google LLC

Amazon Web Services, Inc.

Oracle Corporation

Intel Corporation

SAP SE

Hewlett Packard Enterprise

SAS Institute Inc.

NVIDIA Corporation

Salesforce, Inc.

Baidu, Inc.

Siemens AG

ServiceNow, Inc.

DataRobot, Inc.

#### Global Machine Learning 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 & 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:

#### 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 the 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 the competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL MACHINE LEARNING MARKET REPORT SCOPE & METHODOLOGY**

- 1.1. Research Objective
- 1.2. Research Methodology
  - 1.2.1. Forecast Model
  - 1.2.2. Desk Research
  - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
  - 1.4.1. Market Definition
  - 1.4.2. Market Segmentation
- 1.5. Research Assumption
  - 1.5.1. Inclusion & Exclusion
  - 1.5.2. Limitations
  - 1.5.3. Years Considered for the Study

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. key Findings

### **CHAPTER 3. GLOBAL MACHINE LEARNING MARKET FORCES ANALYSIS**

- 3.1. Market Forces Shaping The Global Machine Learning Market (2024-2035)
- 3.2. Drivers
  - 3.2.1. Surge in data-driven strategies across industries
  - 3.2.2. Exponential growth of digital transformation initiatives
- 3.3. Restraints
  - 3.3.1. High implementation costs
- 3.4. Opportunities
  - 3.4.1. Rising use of AI across key industries

### **CHAPTER 4. GLOBAL SPACER FLUID INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Forces Model
  - 4.1.1. Bargaining Power of Buyer
  - 4.1.2. Bargaining Power of Supplier
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024-2035)
- 4.3. PESTEL Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024-2025)
- 4.7. Global Pricing Analysis And Trends 2025
- 4.8. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL MACHINE LEARNING MARKET SIZE & FORECASTS BY ENTERPRISE TYPE 2025-2035**

- 5.1. Market Overview
- 5.2. Global Growth Hormone Deficiency Market Performance - Potential Analysis (2025)
- 5.3. Small & Mid-sized Enterprises (SMEs)
  - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 5.3.2. Market size analysis, by region, 2025-2035
- 5.4. Large Enterprises
  - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 5.4.2. Market size analysis, by region, 2025-2035

## **CHAPTER 6. GLOBAL MACHINE LEARNING MARKET SIZE & FORECASTS BY DEPLOYMENT 2025-2035**

- 6.1. Market Overview
- 6.2. Global Growth Hormone Deficiency Market Performance - Potential Analysis (2025)
- 6.3. Cloud
  - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.3.2. Market size analysis, by region, 2025-2035

6.4. On Premise

6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.4.2. Market size analysis, by region, 2025-2035

## **CHAPTER 7. GLOBAL MACHINE LEARNING MARKET SIZE & FORECASTS BY END USE INDUSTRY 2025–2035**

7.1. Market Overview

7.2. Global Growth Hormone Deficiency Market Performance - Potential Analysis (2025)

7.3. Healthcare

7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.3.2. Market size analysis, by region, 2025-2035

7.4. Retail

7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.4.2. Market size analysis, by region, 2025-2035

7.5. IT and Telecommunication

7.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.5.2. Market size analysis, by region, 2025-2035

7.6. BFSI

7.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.6.2. Market size analysis, by region, 2025-2035

7.7. Automotive and Transportation

7.7.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.7.2. Market size analysis, by region, 2025-2035

7.8. Advertising and Media

7.8.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.8.2. Market size analysis, by region, 2025-2035

7.9. Manufacturing

7.9.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.9.2. Market size analysis, by region, 2025-2035

7.10. Others

7.10.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.10.2. Market size analysis, by region, 2025-2035

## **CHAPTER 8. GLOBAL MACHINE LEARNING MARKET SIZE & FORECASTS BY REGION 2025–2035**

8.1. Growth Machine Learning Market, Regional Market Snapshot

- 8.2. Top Leading & Emerging Countries
- 8.3. North America Machine Learning Market
  - 8.3.1. U.S. Machine Learning Market
    - 8.3.1.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.3.1.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.3.1.3. End Use Industry breakdown size & forecasts, 2025-2035
  - 8.3.2. Canada Machine Learning Market
    - 8.3.2.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.3.2.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.3.2.3. End Use Industry breakdown size & forecasts, 2025-2035
- 8.4. Europe Machine Learning Market
  - 8.4.1. UK Machine Learning Market
  - 8.4.2. Enterprise Type breakdown size & forecasts, 2025-2035
  - 8.4.3. Deployment breakdown size & forecasts, 2025-2035
  - 8.4.4. End Use Industry breakdown size & forecasts, 2025-2035
    - 8.4.4.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.4.4.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.4.4.3. End Use Industry breakdown size & forecasts, 2025-2035
  - 8.4.5. France Machine Learning Market
    - 8.4.5.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.4.5.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.4.5.3. End Use Industry breakdown size & forecasts, 2025-2035
  - 8.4.6. Spain Machine Learning Market
    - 8.4.6.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.4.6.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.4.6.3. End Use Industry breakdown size & forecasts, 2025-2035
  - 8.4.7. Italy Machine Learning Market
    - 8.4.7.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.4.7.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.4.7.3. End Use Industry breakdown size & forecasts, 2025-2035
  - 8.4.8. Rest of Europe Machine Learning Market
    - 8.4.8.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.4.8.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.4.8.3. End Use Industry breakdown size & forecasts, 2025-2035
- 8.5. Asia Pacific Machine Learning Market
  - 8.5.1. China Machine Learning Market
    - 8.5.1.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.5.1.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.5.1.3. End Use Industry breakdown size & forecasts, 2025-2035

- 8.5.2. India Machine Learning Market
  - 8.5.2.1. Enterprise Type breakdown size & forecasts, 2025-2035
  - 8.5.2.2. Deployment breakdown size & forecasts, 2025-2035
  - 8.5.2.3. End Use Industry breakdown size & forecasts, 2025-2035
- 8.5.3. Japan Machine Learning Market
  - 8.5.3.1. Enterprise Type breakdown size & forecasts, 2025-2035
  - 8.5.3.2. Deployment breakdown size & forecasts, 2025-2035
  - 8.5.3.3. End Use Industry breakdown size & forecasts, 2025-2035
- 8.5.4. Australia Machine Learning Market
  - 8.5.4.1. Enterprise Type breakdown size & forecasts, 2025-2035
  - 8.5.4.2. Deployment breakdown size & forecasts, 2025-2035
  - 8.5.4.3. End Use Industry breakdown size & forecasts, 2025-2035
- 8.5.5. South Korea Machine Learning Market
  - 8.5.5.1. Enterprise Type breakdown size & forecasts, 2025-2035
  - 8.5.5.2. Deployment breakdown size & forecasts, 2025-2035
  - 8.5.5.3. End Use Industry breakdown size & forecasts, 2025-2035
- 8.5.6. Rest of APAC Machine Learning Market
  - 8.5.6.1. Enterprise Type breakdown size & forecasts, 2025-2035
  - 8.5.6.2. Deployment breakdown size & forecasts, 2025-2035
  - 8.5.6.3. End Use Industry breakdown size & forecasts, 2025-2035
- 8.6. Latin America Machine Learning Market
  - 8.6.1. Brazil Machine Learning Market
    - 8.6.1.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.6.1.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.6.1.3. End Use Industry breakdown size & forecasts, 2025-2035
  - 8.6.2. Mexico Machine Learning Market
    - 8.6.2.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.6.2.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.6.2.3. End Use Industry breakdown size & forecasts, 2025-2035
- 8.7. Middle East and Africa Machine Learning Market
  - 8.7.1. UAE Machine Learning Market
    - 8.7.1.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.7.1.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.7.1.3. End Use Industry breakdown size & forecasts, 2025-2035
  - 8.7.2. Saudi Arabia (KSA) Machine Learning Market
    - 8.7.2.1. Enterprise Type breakdown size & forecasts, 2025-2035
    - 8.7.2.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.7.2.3. End Use Industry breakdown size & forecasts, 2025-2035
  - 8.7.3. South Africa Machine Learning Market

8.7.3.1. Enterprise Type breakdown size & forecasts, 2025-2035

8.7.3.2. Deployment breakdown size & forecasts, 2025-2035

8.7.3.3. End Use Industry breakdown size & forecasts, 2025-2035

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

9.1. Top Market Strategies

9.2. IBM Corporation

9.2.1. Company Overview

9.2.2. Key Executives

9.2.3. Company Snapshot

9.2.4. Financial Performance (Subject to Data Availability)

9.2.5. Product/Services Port

9.2.6. Recent Development

9.2.7. Market Strategies

9.2.8. SWOT Analysis

9.3. Microsoft Corporation

9.4. Google LLC

9.5. Amazon Web Services, Inc.

9.6. Oracle Corporation

9.7. Intel Corporation

9.8. SAP SE

9.9. Hewlett Packard Enterprise

9.10. SAS Institute Inc.

9.11. NVIDIA Corporation

9.12. Salesforce, Inc.

9.13. Baidu, Inc.

9.14. Siemens AG

9.15. ServiceNow, Inc.

9.16. DataRobot, Inc.

## List Of Tables

### LIST OF TABLES

- Table 1. Global Machine Learning Market, Report Scope
- Table 2. Global Machine Learning Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Machine Learning Market Estimates & Forecasts By Segment 2024–2035
- Table 4. Global Machine Learning Market Estimates & Forecasts By Segment 2024–2035
- Table 5. Global Machine Learning Market Estimates & Forecasts By Segment 2024–2035
- Table 6. Global Machine Learning Market Estimates & Forecasts By Segment 2024–2035
- Table 7. Global Machine Learning Market Estimates & Forecasts By Segment 2024–2035
- Table 8. U.S. Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 9. Canada Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 10. UK Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 11. Germany Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 12. France Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 13. Spain Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 14. Italy Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 15. Rest Of Europe Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 16. China Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 17. India Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 18. Japan Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 19. Australia Machine Learning Market Estimates & Forecasts, 2024–2035
- Table 20. South Korea Machine Learning Market Estimates & Forecasts, 2024–2035
- .....

## List Of Figures

### LIST OF FIGURES

- Fig 1. Global Machine Learning Market, Research Methodology
- Fig 2. Global Machine Learning Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global Machine Learning Market, Key Trends 2025
- Fig 5. Global Machine Learning Market, Growth Prospects 2024–2035
- Fig 6. Global Machine Learning Market, Porter’s Five Forces Model
- Fig 7. Global Machine Learning Market, Pestel Analysis
- Fig 8. Global Machine Learning Market, Value Chain Analysis
- Fig 9. Machine Learning Market By Application, 2025 & 2035
- Fig 10. Machine Learning Market By Segment, 2025 & 2035
- Fig 11. Machine Learning Market By Segment, 2025 & 2035
- Fig 12. Machine Learning Market By Segment, 2025 & 2035
- Fig 13. Machine Learning Market By Segment, 2025 & 2035
- Fig 14. North America Machine Learning Market, 2025 & 2035
- Fig 15. Europe Machine Learning Market, 2025 & 2035
- Fig 16. Asia Pacific Machine Learning Market, 2025 & 2035
- Fig 17. Latin America Machine Learning Market, 2025 & 2035
- Fig 18. Middle East & Africa Machine Learning Market, 2025 & 2035
- Fig 19. Global Machine Learning Market, Company Market Share Analysis (2025)

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