

Global Natural Language Generation Market Size Study, by Application (CEM, Fraud Detection & Anti-Money Laundering), Component (Software & Services), Business Function, Deployment Model, Organization Size, Industry Vertical, and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G284C9D11534EN.html>

Date: February 2025

Pages: 285

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

ID: G284C9D11534EN

Abstracts

The Global Natural Language Generation (NLG) Market was valued at approximately USD 0.82 million in 2023 and is anticipated to grow at a CAGR of 20.80% over the forecast period 2024-2032. With an ever-increasing demand for automated content creation, decision-support systems, and real-time data interpretation, businesses are integrating NLG technologies to streamline workflows and optimize operations. The ability of NLG solutions to transform structured data into human-like text has revolutionized industries such as customer engagement, fraud detection, and business intelligence, making them indispensable in the digital transformation era.

The proliferation of big data and AI-powered analytics has fueled the adoption of NLG solutions across enterprises, enabling them to automate data narratives, enhance customer interactions, and extract valuable insights from complex datasets. The rising implementation of conversational AI, chatbots, and virtual assistants in customer experience management (CEM) is significantly driving market expansion. Additionally, the growing demand for fraud detection and anti-money laundering (AML) solutions in financial institutions and regulatory bodies has led to increased investments in AI-driven NLG tools. However, challenges such as high implementation costs and concerns over data security and accuracy may slightly hinder market growth.

Regionally, North America dominates the natural language generation market, fueled by

the presence of AI pioneers, tech-driven enterprises, and extensive investments in advanced analytics. The European market follows closely, primarily driven by the adoption of regulatory-compliant AI applications, including AML solutions in the BFSI sector. Meanwhile, the Asia Pacific region is poised for rapid growth, with countries like China, India, and Japan leveraging AI-driven automation in customer service, fintech, and healthcare. Additionally, Latin America and the Middle East & Africa are witnessing steady adoption, propelled by the increasing penetration of AI-powered automation and data analytics across industries.

The competitive landscape of the Global Natural Language Generation Market is highly dynamic, with leading players focusing on technological advancements, strategic collaborations, and acquisitions to enhance their offerings. Market leaders are integrating machine learning (ML), deep learning, and natural language processing (NLP) capabilities to improve the contextual accuracy and real-time adaptability of NLG solutions. As enterprises increasingly adopt AI-powered automation to optimize operations, the demand for NLG software and services will continue to surge, reshaping the future of content generation and decision intelligence.

Major Market Players Included in This Report:

- IBM Corporation
- Amazon Web Services, Inc.
- Microsoft Corporation
- Google LLC
- Automated Insights, Inc.
- Narrative Science
- Yseop
- Arria NLG plc
- SAP SE
- AX Semantics GmbH

- OpenAI
- Conversica, Inc.
- Frase, Inc.
- Wordsmith
- Phrasee Ltd.

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Application:

- Customer Experience Management (CEM)
- Fraud Detection & Anti-Money Laundering

By Component:

- Software
- Services

By Business Function:

- Finance
- Operations
- Marketing & Sales
- Human Resources
- Others

By Deployment Model:

- Cloud-based
- On-premises

By Organization Size:

- Small & Medium Enterprises (SMEs)
- Large Enterprises

By Industry Vertical:

- BFSI
- Healthcare
- IT & Telecom
- Media & Entertainment
- Retail & E-commerce
- Manufacturing
- Others

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

- Rest of Latin America

Middle East & Africa

- Saudi Arabia

- UAE

- South Africa

- Rest of Middle East & Africa

Years Considered for the Study:

- Historical Year: 2022
- Base Year: 2023
- Forecast Period: 2024-2032

Key Takeaways:

- Market Estimates & Forecasts for 10 years from 2022 to 2032.
- Annualized revenue projections and regional-level analysis for each market segment.
- Comprehensive insights into the geographical landscape with country-level analysis.
- Competitive analysis of major market players and their strategic developments.
- In-depth analysis of market dynamics, challenges, trends, and growth opportunities.
- Recommendations on business strategies to capitalize on emerging market trends.

Contents

CHAPTER 1. GLOBAL NATURAL LANGUAGE GENERATION MARKET EXECUTIVE SUMMARY

- 1.1. Global Natural Language Generation Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Application
 - 1.3.2. By Component
 - 1.3.3. By Business Function
 - 1.3.4. By Deployment Model
 - 1.3.5. By Organization Size
 - 1.3.6. By Industry Vertical
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL NATURAL LANGUAGE GENERATION MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study

2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL NATURAL LANGUAGE GENERATION MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Surging Demand for Automated Content Creation
- 3.1.2. Proliferation of AI-Powered Analytics
- 3.1.3. Need for Enhanced Fraud Detection & AML Solutions

3.2. Market Challenges

- 3.2.1. High Implementation Costs
- 3.2.2. Data Security & Accuracy Concerns

3.3. Market Opportunities

- 3.3.1. Integration with Advanced Conversational AI
- 3.3.2. Untapped Emerging Markets
- 3.3.3. Adoption Across Multiple Industry Verticals

CHAPTER 4. GLOBAL NATURAL LANGUAGE GENERATION MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL NATURAL LANGUAGE GENERATION MARKET SIZE & FORECASTS BY APPLICATION (2022–2032)

5.1. Segment Dashboard

5.2. Global Natural Language Generation Market: By Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

5.2.1. Customer Experience Management (CEM)

5.2.2. Fraud Detection & Anti-Money Laundering

CHAPTER 6. GLOBAL NATURAL LANGUAGE GENERATION MARKET SIZE & FORECASTS BY COMPONENT (2022–2032)

6.1. Segment Dashboard

6.2. Global Natural Language Generation Market: By Component Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

6.2.1. Software

6.2.2. Services

CHAPTER 7. GLOBAL NATURAL LANGUAGE GENERATION MARKET SIZE & FORECASTS BY BUSINESS FUNCTION (2022–2032)

7.1. Segment Dashboard

7.2. Global Natural Language Generation Market: By Business Function Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

7.2.1. Finance

7.2.2. Operations

7.2.3. Marketing & Sales

7.2.4. Human Resources

7.2.5. Others

CHAPTER 8. GLOBAL NATURAL LANGUAGE GENERATION MARKET SIZE & FORECASTS BY DEPLOYMENT MODEL (2022–2032)

8.1. Segment Dashboard

8.2. Global Natural Language Generation Market: By Deployment Model Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

8.2.1. Cloud-based

8.2.2. On-premises

CHAPTER 9. GLOBAL NATURAL LANGUAGE GENERATION MARKET SIZE & FORECASTS BY ORGANIZATION SIZE (2022–2032)

9.1. Segment Dashboard

9.2. Global Natural Language Generation Market: By Organization Size Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

9.2.1. Small & Medium Enterprises (SMEs)

9.2.2. Large Enterprises

CHAPTER 10. GLOBAL NATURAL LANGUAGE GENERATION MARKET SIZE & FORECASTS BY INDUSTRY VERTICAL (2022–2032)

10.1. Segment Dashboard

10.2. Global Natural Language Generation Market: By Industry Vertical Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

10.2.1. BFSI

10.2.2. Healthcare

10.2.3. IT & Telecom

10.2.4. Media & Entertainment

10.2.5. Retail & E-commerce

10.2.6. Manufacturing

10.2.7. Others

CHAPTER 11. GLOBAL NATURAL LANGUAGE GENERATION MARKET SIZE & FORECASTS BY REGION (2022–2032)

11.1. North America Natural Language Generation Market

11.1.1. U.S. Natural Language Generation Market

11.1.1.1. By Application Breakdown, 2022–2032 (USD Million/Billion)

11.1.1.2. By Component Breakdown, 2022–2032 (USD Million/Billion)

11.1.1.3. By Business Function Breakdown, 2022–2032 (USD Million/Billion)

11.1.1.4. By Deployment Model Breakdown, 2022–2032 (USD Million/Billion)

11.1.1.5. By Organization Size Breakdown, 2022–2032 (USD Million/Billion)

11.1.1.6. By Industry Vertical Breakdown, 2022–2032 (USD Million/Billion)

11.1.2. Canada Natural Language Generation Market

11.1.2.1. By Application Breakdown, 2022–2032 (USD Million/Billion)

11.1.2.2. By Component Breakdown, 2022–2032 (USD Million/Billion)

11.1.2.3. By Business Function Breakdown, 2022–2032 (USD Million/Billion)

- 11.1.2.4. By Deployment Model Breakdown, 2022–2032 (USD Million/Billion)
- 11.1.2.5. By Organization Size Breakdown, 2022–2032 (USD Million/Billion)
- 11.1.2.6. By Industry Vertical Breakdown, 2022–2032 (USD Million/Billion)
- 11.2. Europe Natural Language Generation Market
 - 11.2.1. U.K. Natural Language Generation Market
 - 11.2.2. Germany Natural Language Generation Market
 - 11.2.3. France Natural Language Generation Market
 - 11.2.4. Spain Natural Language Generation Market
 - 11.2.5. Italy Natural Language Generation Market
 - 11.2.6. Rest of Europe Natural Language Generation Market
- 11.3. Asia Pacific Natural Language Generation Market
 - 11.3.1. China Natural Language Generation Market
 - 11.3.2. India Natural Language Generation Market
 - 11.3.3. Japan Natural Language Generation Market
 - 11.3.4. Australia Natural Language Generation Market
 - 11.3.5. South Korea Natural Language Generation Market
 - 11.3.6. Rest of Asia Pacific Natural Language Generation Market
- 11.4. Latin America Natural Language Generation Market
 - 11.4.1. Brazil Natural Language Generation Market
 - 11.4.2. Mexico Natural Language Generation Market
 - 11.4.3. Rest of Latin America Natural Language Generation Market
- 11.5. Middle East & Africa Natural Language Generation Market
 - 11.5.1. Saudi Arabia Natural Language Generation Market
 - 11.5.2. UAE Natural Language Generation Market
 - 11.5.3. South Africa Natural Language Generation Market
 - 11.5.4. Rest of Middle East & Africa Natural Language Generation Market

CHAPTER 12. COMPETITIVE INTELLIGENCE

- 12.1. Key Company SWOT Analysis
 - 12.1.1. IBM Corporation
 - 12.1.2. Amazon Web Services, Inc.
 - 12.1.3. Microsoft Corporation
- 12.2. Top Market Strategies
- 12.3. Company Profiles
 - 12.3.1. Google LLC
 - 12.3.1.1. Key Information
 - 12.3.1.2. Overview
 - 12.3.1.3. Financial (Subject to Data Availability)

- 12.3.1.4. Product Summary
- 12.3.1.5. Market Strategies
- 12.3.2. Automated Insights, Inc.
- 12.3.3. Narrative Science
- 12.3.4. Yseop
- 12.3.5. Arria NLG plc
- 12.3.6. SAP SE
- 12.3.7. AX Semantics GmbH
- 12.3.8. OpenAI
- 12.3.9. Conversica, Inc.
- 12.3.10. Frase, Inc.
- 12.3.11. Wordsmith
- 12.3.12. Phrasee Ltd.

CHAPTER 13. RESEARCH PROCESS

- 13.1. Research Process
 - 13.1.1. Data Mining
 - 13.1.2. Analysis
 - 13.1.3. Market Estimation
 - 13.1.4. Validation
 - 13.1.5. Publishing
- 13.2. Research Attributes

I would like to order

Product name: Global Natural Language Generation Market Size Study, by Application (CEM, Fraud Detection & Anti-Money Laundering), Component (Software & Services), Business Function, Deployment Model, Organization Size, Industry Vertical, and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G284C9D11534EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G284C9D11534EN.html>