

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

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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 Al-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 Al, 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 Al-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



OpenAl
• 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

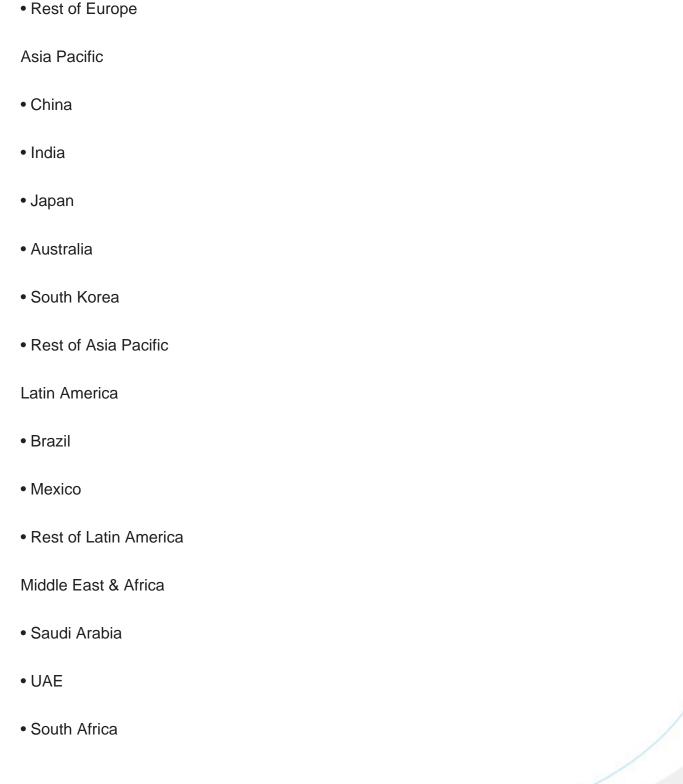
By Organization Size:
Small & Medium Enterprises (SMEs)
Large Enterprises
By Industry Vertical:
• BFSI
• Healthcare
• IT & Telecom
Media & Entertainment
Retail & E-commerce
Manufacturing
• Others
By Region:
North America
• U.S.
• Canada
Europe
• UK
• Germany
Global Natural Language Generation Market Size Study, by Application (CEM, Fraud Detection & Anti-Money Launde



• France

• Spain

Italy





• 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.



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