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# Global AI Agent Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global AI Agent market size was valued at US$ 10874 million in 2025 and is forecast to a readjusted size of US$ 434318 million by 2032 with a CAGR of 58.0% during review period.

An AI Agent is evolving from a conversational interface into a software-based execution unit capable of planning, coordinating and completing business tasks. Its core functionality includes goal interpretation, task decomposition, knowledge retrieval, tool use, memory management, environment interaction, result verification and human escalation. This scope differentiates AI Agents from foundation models, conventional chatbots and basic generative AI assistants that primarily create content or answer questions. A production-grade AI Agent may connect with three to twenty enterprise systems, execute five to fifty steps in a complex workflow and operate over timeframes ranging from seconds for routine actions to hours for research, software engineering or cross-system processes. Commercial deployment also requires identity management, least-privilege access, audit logs, execution budgets, exception handling and approval controls. The value chain spans foundation models and computing infrastructure, Agent frameworks and runtime platforms, data and knowledge systems, enterprise connectors, vertical applications, implementation and managed services. Revenue is generated through software subscriptions, usage-based fees, runtime consumption, enterprise licences, private deployment and professional services.

The competitive landscape combines large enterprise platforms, model-native companies and specialist Agent vendors. Microsoft generated approximately USD 1.84 billion in AI Agent revenue in 2025, equal to 17.44% of the global market. Google, ServiceNow, Anthropic and Alibaba accounted for 7.03%, 6.48%, 5.91% and 4.61%, respectively, taking the combined share of the five largest vendors to 41.46%. Microsoft

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benefits from the integration of Agent creation, Microsoft 365, enterprise identity, application connectors and Azure infrastructure. Google combines workspace access, cloud data services and an open developer ecosystem, while ServiceNow embeds AI Agents directly into IT service management, customer operations and employee workflows. Anthropic follows a model-native route centred on software development, computer use and complex reasoning tasks. Alibaba combines cloud infrastructure, DingTalk, commerce and enterprise services. SAP, Amazon Web Services, IBM, Baidu and OpenAI form the next group of leading participants, with differentiated positions in ERP, Agent runtime infrastructure, enterprise orchestration, search and knowledge services, and general-purpose task execution.

Regional demand reflects differences in software ecosystems, industrial structures and enterprise procurement behaviour. North America generated USD 4.28 billion in 2025, accounting for 40.50% of the global market, supported by a dense concentration of foundation model companies, hyperscale cloud platforms, enterprise software vendors and specialist start-ups. Asia-Pacific reached USD 3.64 billion and a 34.46% share, with China, Japan and South Korea advancing through cloud services, super-app ecosystems, manufacturing, telecommunications and local digital platforms. Europe represented 21.15% of global revenue, or USD 2.23 billion, with stronger emphasis on ERP, industrial operations, financial services, public-sector workflows and sovereign deployment. Latin America and the Middle East and Africa remain smaller markets, but financial services, customer operations, government digitalisation, energy and smart-city projects provide a long runway for adoption.

China has become a significant component of the global market. The thirteen leading Chinese vendors generated approximately USD 2.14 billion in AI Agent revenue in 2025, representing 20.29% of the global total. Alibaba, Baidu, ByteDance, Tencent and iFlytek were the leading domestic participants. The Chinese market is differentiated by the integration of AI Agents with cloud platforms, content ecosystems, e-commerce, workplace software, telecommunications networks and industry delivery capabilities. Alibaba and Baidu combine cloud and enterprise development platforms with commerce or search entry points; ByteDance and Tencent use content, communication and developer ecosystems; iFlytek, Huawei and telecom operators concentrate on education, healthcare, government, manufacturing and network operations. This structure gives Chinese vendors strong access to high-frequency use cases and large domestic distribution channels.

Application demand is broadening from general interaction to core operational workflows. Office and collaboration represented 14.27% of 2025 revenue, followed by

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software development at 13.80%, customer service at 12.97% and general-purpose Agents at 12.29%. Together, these four applications accounted for 53.33% of the market. Sales and marketing represented 9.18%, while data analytics and BI, IT operations and cybersecurity, and e-commerce and retail accounted for 7.33%, 6.77% and 6.75%, respectively. Finance, manufacturing, healthcare, education and legal services currently have smaller revenue shares, but their requirements for specialised data, regulatory controls and complex workflows create higher barriers to entry. E-commerce and retail are expected to record a 63.74% CAGR during 2026–2032, while customer service, healthcare and office collaboration are also expected to grow faster than the overall market.

The latest stage of industry development is centred on long-horizon execution, multi-Agent coordination, open communication standards and controlled runtime environments. Agent platforms increasingly combine web search, file handling, code execution, enterprise connectors, trajectory monitoring, evaluation and security policies within a unified engineering environment. Multi-Agent systems assign separate planning, execution, review and specialist roles to complex workflows, while open protocols allow Agents built on different models and platforms to communicate. Long-term memory, identity, policy controls and auditability are becoming prerequisites for deployment in finance, healthcare, IT and industrial systems. The competitive focus is shifting from the number of Agents created to task completion rates, human intervention levels and cost per successful task. OpenAI has continued to expand long-horizon execution and sandbox capabilities, Google has advanced cross-platform Agent communication and enterprise orchestration, and enterprise software leaders are embedding Agents directly into established workflows.

## Report Scope

This report is a detailed and comprehensive analysis for global AI Agent market. Both quantitative and qualitative analyses are presented by company, by region & country, by Deployment and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

## Key Features:

Global AI Agent market size and forecasts, in consumption value ($ Million), 2021-2032

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Global AI Agent market size and forecasts by region and country, in consumption value ($ Million), 2021-2032

Global AI Agent market size and forecasts, by Deployment and by Application, in consumption value ($ Million), 2021-2032

Global AI Agent market shares of main players, in revenue ($ Million), 2021-2026

## The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for AI Agent

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global AI Agent market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Microsoft, Google, ServiceNow, Anthropic, SAP, Amazon Web Services (AWS)?, IBM, OpenAI, Oracle, Salesforce, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## Market segmentation

AI Agent market is split by Deployment and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Deployment and by Application. This analysis can help you expand your business by targeting qualified niche markets.

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## Market segment by Deployment

Public Cloud SaaS

Private/On-premise Deployment

Edge/Endpoint Deployment

## Market segment by Autonomy Level

L0-L1 Low Autonomy

L2 Tool Invocation

L3 Multi-step Autonomy

L4 Multi-agent/Continuous Autonomy

## Market segment by Interaction Pattern

Conversational

Embedded Copilot

Event-driven

Others

## Market segment by Application

General Intelligent Agent

Office and Collaboration

Software Development

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Customer Service

Sales and Marketing

Data Analysis and BI

IT Operation and Cybersecurity

E-commerce and Retail

Finance

Manufacturing

Healthcare

Education

Law

Others

## Market segment by players, this report covers

Microsoft

Google

ServiceNow

Anthropic

SAP

Amazon Web Services (AWS)?

IBM

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OpenAI

Oracle

Salesforce

Aisera

SoundHound

Fujitsu

Cognition

UiPath?

Naver

LangChain

Kakao

PKSHA Technology

Voiceflow

Teneo.ai

Mistral AI

AirOps

Sema4.ai

Gumloop

Stack AI

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Relay.app

CrewAI

Alibaba

Baidu

ByteDance

Tencent

iFlytek

Huawei

China Mobile

China Telecom

JD

Beijing Kingsoft Office Software

Knowledge Atlas Technology

MiniMax

Marketingforce

## Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

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South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

## Chapter Outline

Chapter 1, to describe AI Agent product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI Agent, with revenue, gross margin, and global market share of AI Agent from 2021 to 2026.

Chapter 3, the AI Agent competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Deployment and by Application, with consumption value and growth rate by Deployment, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026.and AI Agent market forecast, by regions, by Deployment and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AI Agent.

Chapter 13, to describe AI Agent research findings and conclusion.

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