

Global AI Customer Churn Prediction Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G5E6CDACBC5CEN.html>

Date: June 2026

Pages: 136

Price: US\$ 3,480.00 (Single User License)

ID: G5E6CDACBC5CEN

Abstracts

According to our (Global Info Research) latest study, the global AI Customer Churn Prediction Software market size was valued at US\$ 413 million in 2025 and is forecast to a readjusted size of US\$ 697 million by 2032 with a CAGR of 7.7% during review period.

AI Customer Churn Prediction Software is an intelligent analytics tool powered by machine learning and artificial intelligence algorithms that automatically collects and analyzes customer consumption behavior, interaction records, transaction history, service feedback and multi-dimensional operation data, calculates customer churn probability and risk level through intelligent modeling, and delivers early warning signals and targeted retention suggestions; it can seamlessly connect with CRM, marketing and customer management systems, helping enterprises proactively identify at-risk customers, reduce attrition rate, and improve customer lifetime value without relying solely on manual data analysis.

The industry trend of AI Customer Churn Prediction Software lies in the popularization of low-code intelligent modeling, real-time edge computing prediction and integration of sentiment analysis and generative AI to enhance prediction accuracy, as well as deeper embedded deployment in enterprise SaaS and business management systems; huge market opportunities come from the rapid expansion of subscription-based business models, growing digital transformation demand from small and medium-sized enterprises, and rising corporate focus on customer retention over new customer acquisition, while core challenges include cross-departmental data silos and inconsistent data standards, strict global data privacy and compliance regulations, frequent AI model drift requiring regular iteration, high deployment and technical

threshold for small businesses, and difficulty in quantifying the direct ROI of churn reduction strategies.

This report is a detailed and comprehensive analysis for global AI Customer Churn Prediction Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type 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 Customer Churn Prediction Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global AI Customer Churn Prediction Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global AI Customer Churn Prediction Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global AI Customer Churn Prediction Software 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 Customer Churn Prediction Software

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 Customer Churn Prediction Software 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 Zendesk, Pendo, Pecan, Kumo.ai, Karolium, H2O.ai, Gainsight, Vitally, Faraday, Totango, etc.

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

Market segmentation

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

Market segment by Type

Cloud-based

On-premises

Hybrid

Market segment by Supported User Data Scale

Small-Scale AI Churn Software: Below 1 Million

Medium-Scale AI Churn Software: 1–10 Million

Large-Scale AI Churn Software: Above 10 Million

Market segment by AI Algorithm Type

Traditional ML AI Churn Prediction Software

Deep Learning AI Churn Prediction Software

Generative AI Churn Prediction Software

Market segment by Application

SaaS Industry

Telecommunication

Banking & Finance

E-Commerce Retail

Others

Market segment by players, this report covers

Zendesk

Pendo

Pecan

Kumo.ai

Karolium

H2O.ai

Gainsight

Vitally

Faraday

Totango

Akkio

Churnly

ChurnZero

Journey.io

Salesforce Einstein Analytics

Insighting

Pega Customer Decision Hub

Alibaba Cloud

Zoho CRM (Zia AI)

EasyDL

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)

South America (Brazil, Rest of South America)

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

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe AI Customer Churn Prediction Software product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the AI Customer Churn Prediction Software 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 Type and by Application, with consumption value and growth rate by Type, 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 Customer Churn Prediction Software market forecast, by regions, by Type 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 Customer Churn Prediction Software.

Chapter 13, to describe AI Customer Churn Prediction Software research findings and conclusion.

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