

Global AI Email Marketing Tool 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 Email Marketing Tool market size was valued at US\$ 1037 million in 2025 and is forecast to a readjusted size of US\$ 1558 million by 2032 with a CAGR of 6.0% during review period.

AI Email Marketing Tool is software that uses artificial intelligence to improve how email campaigns are created, targeted, sent, and optimized. It can generate subject lines and email copy, segment audiences, predict the best send time, personalize product or content recommendations, automate campaign journeys, and analyze performance to improve opens, clicks, conversions, and deliverability. Major platforms increasingly use AI not only as a writing assistant, but as part of the full email workflow, combining content generation with personalization, automation, and optimization.

The industry is moving toward broader AI use across the full email marketing process, including content creation, predictive targeting, lifecycle automation, analytics, and personalization. The main opportunities lie in helping marketers scale campaign production, improve relevance, increase efficiency, and raise return on marketing spend, while the main challenges include data quality, deliverability pressure, privacy compliance, AI governance, and the difficulty of balancing automation with brand consistency and authentic customer engagement.

This report is a detailed and comprehensive analysis for global AI Email Marketing Tool 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 Email Marketing Tool market size and forecasts, in consumption value (\$ Million), 2021-2032

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

Global AI Email Marketing Tool market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global AI Email Marketing Tool 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 Email Marketing Tool

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 Email Marketing Tool 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 Klaviyo, Mailchimp, Bloomreach, Jasper, Iterable, Adobe Campaign, Optimove, rasa.io, Zeta Email, Omnisend, etc.

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

Market segmentation

AI Email Marketing Tool 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

Market segment by Core Functional

AI Email Content Generation Tools

AI Personalization and Recommendation Tools

Other

Market segment by Integrated AI Algorithm Capability Hierarchy

Basic Rule-Driven AI Type

Predictive Analytics AI Type

Others

Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

Klaviyo

Mailchimp

Bloomreach

Jasper

Iterable

Adobe Campaign

Optimove

rasa.io

Zeta Email

Omnisend

Brevo

Twilio SendGrid

EmailOctopus

Mailmodo

ActiveCampaign

GetResponse

HubSpot

Encharge

Sender

Lemlist

Automizy

Litmus

Salesloft Drift Email

Seventh Sense

Jacquard

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 Email Marketing Tool product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the AI Email Marketing Tool 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 Email Marketing Tool 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 Email Marketing Tool.

Chapter 13, to describe AI Email Marketing Tool research findings and conclusion.

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