

Global AI Email Marketing Tool Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G058D6994E2AEN.html>

Date: April 2026

Pages: 161

Price: US\$ 4,480.00 (Single User License)

ID: G058D6994E2AEN

Abstracts

The global AI Email Marketing Tool market size is expected to reach \$ 1558 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

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 studies the global AI Email Marketing Tool demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI Email Marketing Tool, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of AI Email Marketing Tool that

contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AI Email Marketing Tool total market, 2021-2032, (USD Million)

Global AI Email Marketing Tool total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: AI Email Marketing Tool total market, key domestic companies, and share, (USD Million)

Global AI Email Marketing Tool revenue by player, revenue and market share 2021-2026, (USD Million)

Global AI Email Marketing Tool total market by Type, CAGR, 2021-2032, (USD Million)

Global AI Email Marketing Tool total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world AI Email Marketing Tool market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global AI Email Marketing Tool Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AI Email Marketing Tool Market, Segmentation by Type:

Cloud-based

On-premises

Global AI Email Marketing Tool Market, Segmentation by Core Functional:

AI Email Content Generation Tools

AI Personalization and Recommendation Tools

Other

Global AI Email Marketing Tool Market, Segmentation by Integrated AI Algorithm Capability Hierarchy:

Basic Rule-Driven AI Type

Predictive Analytics AI Type

Others

Global AI Email Marketing Tool Market, Segmentation by Application:

SMEs

Large Enterprises

Companies Profiled:

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

Key Questions Answered

1. How big is the global AI Email Marketing Tool market?
2. What is the demand of the global AI Email Marketing Tool market?
3. What is the year over year growth of the global AI Email Marketing Tool market?
4. What is the total value of the global AI Email Marketing Tool market?
5. Who are the Major Players in the global AI Email Marketing Tool market?
6. What are the growth factors driving the market demand?

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