

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

AI in Marketing refers to a strategy and method that applies artificial intelligence technology to marketing activities to improve marketing efficiency, accuracy and effectiveness. AI in Marketing provides companies with more efficient, accurate and personalized marketing solutions through data analysis, personalized marketing, social media monitoring, automated marketing, predictive analysis, content generation and recommendation. With the continuous development and popularization of artificial intelligence technology, its application prospects in the field of marketing will be broader.

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

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

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

Global AI in Marketing 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 in Marketing

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 in Marketing 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 Accenture, Appier, Blockchain App Factory, Google, GroupSolver, InData Labs, Invoca, Lemon AI, NoGood, Pecan AI, etc.

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

Market segmentation

AI in Marketing 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

Conversational AI

Generative AI

Market segment by Application

Content creation

SEO

Email Marketing

Others

Market segment by players, this report covers

Accenture

Appier

Blockchain App Factory

Google

GroupSolver

InData Labs

Invoca

Lemon AI

NoGood

Pecan AI

Penguin Strategies

Single Grain

SmartSites

XANT

IBM

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

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

Chapter 3, the AI in Marketing 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 in Marketing 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 in Marketing.

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

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