

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

<https://marketpublishers.com/r/GD428B7F4141EN.html>

Date: January 2026

Pages: 176

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

ID: GD428B7F4141EN

Abstracts

The global AI Marketing Tool market size is expected to reach \$ 70493 million by 2032, rising at a market growth of 20.8% CAGR during the forecast period (2026-2032).

AI Marketing Tool is a collection of digital tools that empower the entire marketing journey for businesses, based on artificial intelligence technologies such as machine learning, natural language processing, computer vision, and big data analytics. Its core function is to automatically uncover user needs, optimize marketing decisions, and improve marketing efficiency and conversion rates through algorithms. It covers key marketing aspects such as market insights, content creation, user reach, campaign optimization, customer management, and performance analysis. It can replace or assist manual labor in completing repetitive, data-intensive marketing tasks and is widely used in industries such as e-commerce, education, finance, and FMCG, adapting to the marketing needs of different To C and To B business models.

Based on user profiles and behavioral data, the tool's personalized outreach capabilities continue to improve, enabling precise content recommendations, product pushes, and customized marketing scripts. Simultaneously, it designs differentiated marketing plans for different stages of the user lifecycle (potential customers, new customers, returning customers, and churned customers), enhancing user engagement and repurchase rates through intelligent trigger mechanisms (such as push notifications triggered by user browsing behavior and benefit reminders triggered by member birthdays).

With the rapid development of Natural Language Processing (NLP) and generative AI technologies, the tool has expanded from text generation to multimodal content creation, including text, images, videos, audio, and digital humans. It supports one-click generation of marketing copy, poster materials, short video scripts, and live-streaming scripts. Furthermore, content generation is more aligned with the tone of different platforms (such as Xiaohongshu product recommendation copy, Douyin short video scripts, and WeChat official account long articles), lowering the barrier and cost for

businesses to create content.

With increasingly stringent global data privacy regulations, tools are enhancing their privacy computing, data anonymization, and compliance detection capabilities to achieve precise marketing without compromising user privacy data. For example, they employ federated learning technology to train user profiles even when data from multiple parties is not shared, thus mitigating data compliance risks. Additionally, the tools include a built-in advertising compliance detection module that automatically identifies prohibited words and expressions in marketing content, ensuring the legality and compliance of marketing activities.

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

This report is a detailed and comprehensive analysis of the world market for AI 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 Marketing Tool that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

This report profiles major players in the global AI 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 HubSpot, Salesforce, Amazon, Improvado, Adobe, Grammarly, MarketMuse, Jasper, Google, Copy.ai, 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 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 Marketing Tool Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AI Marketing Tool Market, Segmentation by Type:

Cloud-based

Web-based

Global AI Marketing Tool Market, Segmentation by Model:

To C

To B

Global AI Marketing Tool Market, Segmentation by User:

SMEs

Large Enterprises

Global AI Marketing Tool Market, Segmentation by Application:

E-commerce

Education

Finance

Fast-moving Consumer Goods

Others

Companies Profiled:

HubSpot

Salesforce

Amazon

Improvado

Adobe

Grammarly

MarketMuse

Jasper

Google

Copy.ai

Jasper.ai

Chatfuel

MobileMonkey

ManyChat

GrowthBar

Surfer SEO

Frase.io

Smartly.io

Emplifi.io

Writesonic

Canva

FullStory

Zapier

Synthesia

Albert.ai

Headlime

Userbot.ai

Browse AI

Algolia

Key Questions Answered

1. How big is the global AI Marketing Tool market?

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

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

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