

AI In Sales Market Size, Share & Trends Analysis Report By Software Type (Chatbots & Assistants, Customer relationship management (CRM), Email generators), By Sales Process Application, By Deployment, By Industry Vertical, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

AI In Sales Market Summary

The global AI in sales market size was estimated at USD 24.64 billion in 2024 and is projected to reach USD 145.12 billion by 2033, growing at a CAGR of 22.2% from 2025 to 2033. The market is driven by the advancements in AI technologies, increased market adoption, and evolving customer expectations.

It helps sales teams to automate routine tasks, gain actionable insights from real-time data, and deliver personalized customer experiences at scale. This shift helps organizations respond quickly to buyer signals and competing demands, contributing to prominent gains in sales productivity and efficiency. Predictive analytics has become important to sales strategies, evolving from simple forecasting to complex models that incorporate market trends, customer behavior, and economic factors. These AI-powered models enable sales teams to identify high-conversion leads more accurately and reduce lead follow-up time, boosting conversion rates and sales effectiveness. Additionally, autonomous AI agents capable of independently executing multi-step tasks such as researching prospects, customizing outreach, and managing timing, are reforming the sales background by acting as virtual sales assistants that operate with minimal human oversight, improving operational scale and responsiveness.

The rise of hyper-personalization is another key trend, where AI analyzes customer data such as business metrics, web interactions, and social media behavior to tailor offers, messages, and follow-ups that meet individual buyer needs. This targeted approach enhances customer lifetime value, purchase frequency, and retention by ensuring communications resonate with buyer preferences and market conditions. Organizations leveraging these AI capabilities report significant improvements in sales outcomes, including larger order sizes and higher conversion rates.

Furthermore, the AI market for sales is anticipated to grow strongly, driven by digital transformation efforts and demand for personalized customer experiences across regions. Efficiency gains such as time saved on repetitive tasks and reductions in marketing costs support business investment in AI, highlighting its growing role as a strategic tool for competitive differentiation in sales and marketing operations.

Global AI In Sales Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global AI in sales market report based on software type, sales process application, deployment, industry vertical, and region:

Software Type Outlook (Revenue, USD Million, 2021 - 2033)

Chatbots & Assistants

Customer relationship management (CRM)

Email generators

Integrated GPU

Lead scoring

Pipeline management

Others

Sales Process Application Outlook (Revenue, USD Million, 2021 - 2033)

Lead Generation & Qualification

Customer Engagement & Communication

Forecasting & Pipeline Optimization

Training & Coaching

Revenue & Pricing Optimization

Customer Retention & Upselling

Deployment Outlook (Revenue, USD Million, 2021 - 2033)

Cloud

On-premises

Industry Vertical Outlook (Revenue, USD Million, 2021 - 2033)

BFSI

Healthcare & Life Sciences

Retail and e-commerce

IT & Telecom

Manufacturing & Industrial

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

South Africa

This report can be delivered to the clients within 4 Business Days

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