

AI In Software Development Market Size, Share & Trends Analysis Report By Application (Code Generation & Auto-completion, Automated Testing), By Technology, By Deployment (Cloud, On-premises, Hybrid), By End User, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

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AI In Software Development Market Summary

The global AI in software development market size was estimated at USD 674.3 million in 2024 and is projected to reach USD 15,704.8 million by 2033, growing at a CAGR of 42.3% from 2025 to 2033. As AI becomes more deeply embedded in every stage of the software product development life cycle, companies are starting to see a real shift in how teams operate.

By automating routine and repetitive tasks, AI allows product managers, engineers, and developers to focus more on high-impact work, driving innovation, improving decision-making, and delivering better customer outcomes. This shift is also enabling teams to incorporate broader and more diverse data inputs into their development processes, leading to faster iteration cycles and more user-centered solutions. The outcome is not only improved product quality but also stronger customer adoption and satisfaction. As organizations continue to redesign their development frameworks with AI at the core, they're creating a foundation for faster delivery, better performance, and long-term competitive advantage.

Leading organizations are beginning to realize the broader potential of AI beyond software engineering, recognizing its capacity to transform the entire product management and development lifecycle. The most significant gains are emerging from AI's ability to compress the timeline between initial strategic planning and large-scale product deployment. By streamlining traditionally manual, time-intensive activities such as project coordination, market research, performance validation, and the synthesis of customer feedback, AI enables product managers, engineers, and designers to reallocate their time toward higher-value initiatives. These include defining product vision, shaping strategic roadmaps, refining concepts, and prioritizing feature areas where human insight and creativity are critical. This shift not only accelerates delivery but also enhances team productivity and overall product quality.

Global AI In Software Development Market Report Segmentation

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

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

Machine Learning

NLP

Deep Learning

Computer Vision

Others

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

Cloud

On-premises

Hybrid

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

Code Generation and Auto-completion

Bug Detection and Error Prediction

Automated Testing

Project Management and Planning

Conversational AI Assistants for Developers

Others

End User Estimates Outlook (Revenue, USD Million, 2021 - 2033)

Retail & E-commerce

IT and Software Services

BFSI

Telecommunications

Healthcare

Automotive

Others

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East and Africa

KSA

UAE

South Africa

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