

# **Bot Services Market Size, Share & Trends Analysis Report By Service Type (Framework, Platform), By Mode (Website, Mobile Applications), By Interaction Type, By Application, By Deployment, By Organization Size, By Vertical, By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Bot Services Market Size & Trends**

The global bot services market size was estimated at USD 3.15 billion in 2024 and is expected to grow at a CAGR of 34.7% from 2025 to 2030. Organizations increasingly deploy chatbots and virtual assistants to reduce operational costs, handle customer inquiries, and streamline processes like claims and order management.

The widespread adoption of cloud-based bot platforms contributes to market scale by offering scalability, flexibility, and ease of deployment without heavy infrastructure investments. Large enterprises, with significant budgets and complex operational needs, drive much of the current market demand by integrating bots across customer service, HR, and IT operations. These factors collectively establish bot services as essential tools for improving efficiency and customer experience.

Moreover, market growth is supported by advancements in artificial intelligence, natural language processing, and machine learning, which enhance bot capabilities such as understanding user intent, sentiment analysis, and personalized interactions. The expansion of multi-channel integration enables bots to engage users seamlessly across

websites, mobile apps, social media, and voice assistants, meeting customers where they are most active. Increasing smartphone penetration and social media usage stimulate the demand for mobile and messaging bots. In addition, rising interest in AI-driven self-learning chatbots and behavioral analytics supports more intelligent and adaptive bot services, broadening their application across sectors.

Future expansion depends on evolving regulatory frameworks emphasizing data privacy and secure identity verification, which encourage the adoption of compliant bot solutions. The growing need for 24/7 customer engagement, especially in digital-first industries, reinforces the importance of bots in delivering timely support and personalized experiences. Emerging use cases in agent performance management, internal process automation, and integration with Internet of Things (IoT) devices open new avenues for bot services. Continuous innovation in AI and cloud technologies, combined with increasing investments by key market players, sustains the market's upward trajectory and integration into diverse business operations.

## Global Bot Services Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2017 to 2030. For this study, Grand View Research has segmented the global bot services market report based on service type, mode, interaction type, application, deployment, organization size, vertical, and region.

### Service Type Outlook (Revenue, USD Million, 2017 - 2030)

Framework

Platform

### Mode Outlook (Revenue, USD Million, 2017 - 2030)

Website

Contact Centers

Social Media

Mobile Applications

Interaction Type Outlook (Revenue, USD Million, 2017 - 2030)

Text & Rich Media

Audio

Video

Application Outlook (Revenue, USD Million, 2017 - 2030)

Customer Engagement & Retention

Workforce Management

Agent Performance Management

Content Management

Others

Deployment Outlook (Revenue, USD Million, 2017 - 2030)

On-premises

Cloud

Organization Size Outlook (Revenue, USD Million, 2017 - 2030)

Large Enterprises

SMEs

Vertical Outlook (Revenue, USD Million, 2017 - 2030)

BFSI

Retail & E-commerce

Healthcare

Media & Entertainment

Travel & Hospitality

IT & Telecom

Government

Others

Regional Outlook (Revenue, USD Million, 2017 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

UAE

KSA

South Africa

### **Companies Mentioned**

Microsoft

IBM Corporation

Google LLC

Amazon Web Services, Inc

OpenAI

Salesforce, Inc.

SAP SE

Kore.ai

Yellow.ai

Haptik

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