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Enterprise Generative AI Market Size, Share & Trends Analysis Report By Component (Software, Services), By Model Type (Text, Image, Audio, Code), By Application, By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

This report can be delivered to the clients within 5 Business Days

Enterprise Generative AI Market Growth & Trends

The global enterprise generative AI market size is expected t%li%reach USD 19,808.7 million in 2030 and is expected t%li%grow at a CAGR of 38.4% from 2025 t%li%2030 according t%li%a new report by Grand View Research, Inc. Owing t%li%the rising adoption of generative AI, businesses are increasingly utilizing this technology t%li%automate a wide array of tasks and improve operational efficiency. This ranges from handling administrative duties like data processing and scheduling t%li%executing more intricate functions like predictive maintenance within the manufacturing sector. The application of AI-driven automation is enhancing efficiency across diverse domains.

With advancements in deep learning algorithms and neural networks, AI models can generate highly realistic and detailed images, blurring the natural and synthetic lines. This technology has transformative applications in various fields, including design, entertainment, and virtual reality, where AI-generated visuals can enhance user experiences and create new possibilities. However, challenges such as ethical considerations, bias mitigation, and ensuring data privacy must be carefully addressed t%li%unlock the benefits of generative AI in image generation fully. NVIDIA has revealed a new tech, which uses powerful AI tech t%li%turn primitive doodles. The tool leverages generative adversarial networks t%li%convert segmentation maps

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int%li%lifelike images.

The healthcare industry was leveraging generative AI for various applications, including medical imaging analysis, drug discovery, and personalized treatment plans. AI-powered diagnostic tools were aiding clinicians in interpreting complex medical images more accurately and efficiently, leading t%li%earlier disease detection and improved patient outcomes. Additionally, AI algorithms were assisting in drug development by predicting molecular structures and analyzing vast datasets t%li%identify potential candidates for new medications.

AI-driven voice assistants in customer service and smart devices are developing t%li%imitate human interactions, powered by generative AI that enables more authentic dialogues, improved contextual understanding, and personalized replies. These evolving systems are gaining enhanced capabilities and versatility, serving multiple purposes across different applications. Additionally, in the realms of entertainment, gaming, and virtual reality, generative AI is transforming the creation of audi%li%content. Sophisticated algorithms produce realistic voices, musical pieces, and immersive sound effects, revolutionizing the audi%li%experience within these industries.

Enterprise Generative AI Market Report Highlights

The software segment dominated the market with a share of over 72.5% in 2024

The text segment dominated the market with a revenue share in 2024

The marketing and sales segment dominated the market with the largest revenue share in 2024

The IT & Telecom segment dominated the market with the largest revenue share in 2024, driven by the growing adoption of generative AI in network optimization, customer support, and automation.

North America dominated the enterprise generative AI market with a share of 41.0% in 2024, due t%li%the presence of major technology companies such as OpenAI, Microsoft, and Google LLC, which are driving innovation in AI applications

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