

Generative AI in Marketing Market Size, Share & Trends Analysis Report By Component (Service, Software), By System Type (Text Models, Multimodal Models), By Application (Content Generation, Reporting & Analytics), By End-use (BFSI, Healthcare, Media & Entertainment), By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The global generative AI in marketing market size was estimated at USD 1.56 billion in 2024 and is projected to reach USD 22.02 billion by 2033, growing at a CAGR of 35.1% from 2025 to 2033. Due to the growing demand for effective customer service, generative AI is used to develop smart chatbots capable of handling difficult inquiries.

These AI-powered chatbots use natural language processing to give real-time support, improving consumer experiences and decreasing response times. Companies may provide round-the-clock assistance, increasing client satisfaction and loyalty.

Owing to the growing demand for personalized experiences, generative AI can form personalized content individually for each customer, such as email messages, landing pages, and product recommendations. Marketing professionals may use this to increase engagement and enhance the relevancy of their marketing communications. For instance, a clothing retailer may utilize generative AI to develop personalized product suggestions for each consumer based on their previous purchases, browsing history, and social media activity. It would assist the brand in ensuring that customers only see relevant goods, increasing sales.

Due to the increasing demand for richer and more captivating interactions, generative AI

has the potential to generate augmented reality (AR) encounters, which are interactive occurrences that superimpose digital elements onto real surroundings. AR can enrich the user encounter in diverse ways, aiding users in visualizing items, gaining knowledge about merchandise, and experimenting with products. For instance, an enterprise specializing in furniture might employ AR to show customers how a furniture piece would fit within their living space. It would ultimately empower customers to arrive at more informed purchasing decisions.

Generative AI In Marketing 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 2021 to 2033. For this study, Grand View Research has segmented the global generative AI in marketing market based on component, system type, application, end-use, and region:

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

Service

Software

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

Text Models

Multimodal Models

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

Content Generation

Text Generation

Image/Video Generation

Audio Generation

Search Engine Optimization (SEO)

Lead Nurturing & Lead Scoring

Reporting & Analytics

Social Media Marketing

Others

End-use Outlook (Revenue, USD Million, 2021 - 2033)

Media & Entertainment

IT & Telecommunications

Healthcare

Automotive & Transportation

BFSI

Retail and E-commerce

Others

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

North America

U.S.

Canada

Europe

Germany

UK

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Mexico

Brazil

Middle East and Africa

Kingdom of Saudi Arabia (KSA)

UAE

South Africa

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