

# **U.S. AI Shopping Assistant Market Size, Share & Trends Analysis Report By Offering, By Technology (Natural Language Processing (NLP), Machine Learning (ML), Computer Vision), By Type, By End Use, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

### U.S. AI Shopping Assistant Market Summary

The U.S. AI shopping assistant market size was estimated at USD 1,020.6 million in 2024 and is projected to reach USD 7,548.9 million by 2033, growing at a CAGR of 24.9% from 2025 to 2033. This growth is driven by the increasing demand for personalized, real-time customer engagement across digital retail platforms, powered by advancements in natural language processing and conversational AI.

The U.S. AI shopping assistant industry is expected to grow significantly in 2024 as retailers increasingly integrate AI assistants into online and brick-and-mortar stores to enhance customer engagement and operational efficiency. High consumer awareness and acceptance of AI technologies encourage adoption across diverse retail formats. The country's strong technology ecosystem, including leading AI research institutions and startups, accelerates innovation in AI shopping assistants. Retailers leverage AI to personalize marketing, optimize inventory management, and improve customer service, driving growth.

The U.S. market for AI shopping assistants is witnessing strong growth, fueled by the rapid adoption of conversational AI and self-service shopping tools across industries. Retailers and e-commerce platforms in the U.S. are increasingly deploying AI assistants that integrate voice, text, and visual modes to engage customers through websites, mobile apps, and social media. Advances in generative AI and computer vision

technologies are further transforming the customer journey, enabling features such as virtual try-ons, smart product discovery, and personalized recommendations that resonate with U.S. consumers' demand for convenience and customization. Moreover, the integration of AI assistants into social commerce and omnichannel retail strategies is helping U.S. retailers improve customer engagement, retention, and overall loyalty.

Market momentum in the U.S. also depends on continuous technological innovation and investments by major domestic players. For instance, in January 2025, NVIDIA Corporation (U.S.) introduced the NVIDIA AI Blueprint for retail shopping assistants, a generative AI reference framework designed to revolutionize both online and in-store shopping experiences. Built on NVIDIA Omniverse and NVIDIA AI Enterprise platforms, this blueprint provides U.S. developers and retailers with the tools to build AI-powered assistants that enhance human staff support. The scalability of these assistants-capable of handling large volumes of customer interactions 24/7 while delivering tailored solutions-positions them as critical assets for U.S. retailers navigating high competition and customer expectations.

## U.S. AI Shopping Assistant Market Report Segmentation

This report forecasts revenue growth at the U.S. level 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 U.S. AI shopping assistant market report based on offering, technology, type, and end use:

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

Solution

Services

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

Natural Language Processing (NLP)

Machine Learning (ML)

Computer Vision (CV)

Others

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

Voice

Text

Visual

Multimodal

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

BFSI

Retail & E-Commerce

Healthcare

Travel & Hospitality

Media & Entertainment

Others

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

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