

Global AI Consulting and Support Services Market - Service Types, Company Types and Industry Sectors

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Abstracts

AI Consulting and Support Services cover a specialized set of advisory and technical services, allowing organizations to strategically adopt, implement and maintain artificial intelligence (AI) technologies for enhancing their operations, decision-making and overall business objectives. AI Consulting Services offer expert guidance to businesses at different stages of their AI journey, ranging from initial strategy to deployment and integration. Major aspects include assessment & analytics, development of AI strategy, designing & implementing solutions, preparing & managing data, selecting & developing AI models, AI governance & ethics and training & education. The focus of AI Support Services, parallelly, is on monitoring & optimization, troubleshooting & resolution of issues, maintenance & updates, scalability & reliability, enhancement of performance and knowledge transfer. Essentially, whereas AI Consulting is concerned with providing a working AI solution, AI Support's task is to make sure that that solution continues to perform optimally and evolve with specific organizational requirements.

The global AI Consulting and Support Services market, valued at US\$14 billion in 2024, is forecast to expand at a CAGR of 31.6% during 2024-2030 to reach US\$72.8 billion by 2030. AI adoption is accelerating across sectors such as healthcare, finance, retail, and manufacturing, driven by automation, competitive differentiation, and enhanced customer experience. Nearly 70% of global businesses are already implementing or planning AI integration as part of digital transformation, creating strong demand for consulting and support expertise. Rising volumes of structured and unstructured data are amplifying the need for advisory services to generate actionable insights and manage silos. Large-scale investments, including the EU's US\$1 billion AI Innovation Fund and India's US\$7 billion India AI Mission, are further boosting demand. Increasing focus on ethical deployment and compliance with data privacy regulations is prompting companies to engage consultants, especially since around 37% cite lack of in-house

expertise as a key barrier.

AI Consulting and Support Services Regional Market Analysis

North America leads the global market with a 36.8% share in 2024. The United States, home to major AI innovators such as Google, Microsoft, and IBM, benefits from advanced infrastructure, cloud penetration, and strict privacy laws like the CCPA that reinforce demand for consulting services. High adoption levels across BFSI, healthcare, and retail further underpin the region's leadership. Asia-Pacific is poised to record the fastest CAGR of 36.9% between 2024 and 2030, fueled by rapid digital transformation in China, India, Singapore, and beyond. Government funding, vibrant tech hubs, and strong AI talent pools are supporting aggressive adoption in manufacturing, finance, and e-commerce. Consulting firms are increasingly sought to deliver scalable, localized solutions, ensure compliance with emerging AI regulations, and enable SMEs and startups to implement AI affordably.

AI Consulting and Support Services Market Analysis by Service Type

Analytics Consulting is the largest service type, representing 38.1% of the global market in 2024. Its strength lies in enabling businesses to derive actionable insights through predictive analytics, ML, and big data, while optimizing processes and customer engagement. Digital Strategy & Transformation is forecast to be the fastest-growing service, registering a CAGR of 36.2% between 2024 and 2030. Demand is fueled by the need for end-to-end integration of AI into business functions, helping organizations realign models, processes, and customer experiences around AI.

AI Consulting and Support Services Market Analysis by Company Type

Large Enterprises dominate with a 63.1% share in 2024, supported by greater budgets, complex global operations, and strong partnerships with leading consultancies like Accenture, Deloitte, and IBM. Their need for scalable, compliant AI strategies sustains leadership. SMEs, however, are expected to post a rapid CAGR of 35.9% through 2030, driven by accessible cloud-based AI tools, agility in adoption, and tailored consulting packages. Government support programs and AlaaS models are further enabling SMEs to leverage AI without heavy upfront investment.

AI Consulting and Support Services Market Analysis by Industry Sector

BFSI is the largest sector, with a 22.1% share in 2024. The industry leverages AI for

fraud detection, risk management, automation, and hyper-personalized financial services. Healthcare is forecast to expand the fastest, with a CAGR of 36.6% during 2024-2030, as consulting services become critical for managing massive healthcare datasets, deploying predictive models, integrating AI decision support systems, and ensuring regulatory compliance. Telemedicine and remote monitoring adoption post-COVID-19 is also boosting consulting demand.

AI Consulting and Support Services Market Report Scope

This global report on AI Consulting and Support Services analyzes the global and regional markets based on Service Type, Company Type and Industry Sector for the period 2021-2030 with projections from 2024-2030 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

Key Metrics

Analysis Period: 2021-2030

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 25+

AI Consulting and Support Services Market by Geographic Region

North America (United States, Canada and Mexico)

Europe (Germany, United Kingdom, France, Italy, Netherlands, Spain, Russia, Switzerland and Rest of Europe)

Asia-Pacific (China, Japan, India, Australia, Singapore, South Korea and Rest of Asia-Pacific)

South America (Brazil, Argentina, Colombia, Chile, Peru and Rest of South America)

Middle East & Africa (United Arab Emirates, South Africa, Egypt, Saudi Arabia, Morocco, Kuwait, Qatar and Rest of Middle East & Africa)

AI Consulting and Support Services Market by Service Type

- Analytics Consulting
- Automation Consulting
- Digital Strategy & Transformation
- Application Development
- Cognitive Integration

AI Consulting and Support Services Market by Company Type

- Large Enterprises
- Small & Medium-sized Enterprises (SMEs)

AI Consulting and Support Services Market by Industry Sector

- BFSI (Banking, Financial Services, Insurance)
- IT & Telecom
- Manufacturing
- Government
- Healthcare
- Retail & Ecommerce
- Energy & Utilities
- Transportation

Education

Others

Delivery Time: 3-4 Business Days

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Regulatory Complexity and Ambiguity
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Resistance to Change and Workforce Pushback
Vendor Lock-In Risk
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 - Environmental Factors

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- Accenture
- IBM Consulting
- Deloitte Touche Tohmatsu Ltd
- PricewaterhouseCoopers (PwC)
- Ernst & Young (EY)
- McKinsey & Company
- Boston Consulting Group (BCG)
- Tata Consultancy Services (TCS)

Market Share Analysis: AI Consulting and Support Services

Beyond the Mainstream: Hidden Opportunities in AI Consulting & Support Services

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Key Market Players

- Accenture PLC
- Adastra
- Addepto sp. z o.o.
- ADDO AI
- Bain & Company
- Boston Consulting Group (BCG)
- Capgemini Services SAS
- Centric Consulting
- Coupa
- Deloitte Touche Tohmatsu Ltd
- Eigen Innovations
- Elucidate
- EvaCodes LLC
- Ernst & Young (EY)
- Google LLC
- International Business Machines Corp. (IBM)
- Itrex Group
- KYNDRYL INC
- McKinsey & Company
- Neurond AI
- Nexocode
- PricewaterhouseCoopers (PwC)
- Rysun Labs Inc.

Salesforce, Inc.
Softweb Solutions Inc.
TATA Consultancy Services Ltd.

4. KEY BUSINESS & PRODUCT TRENDS

July 2025

Deloitte Unveils Advanced Features of Omnia Platform
Rysun Partners with Andersen Consulting to Drive Scalable AI and Industry

Innovation Globally

Carlyle Announces Acquisition of Adastra
Bain & Company Announces Collaboration with Dr. Andrew Ng
Capgemini Acquires WNS
Capgemini unveils new Offering Resonance AI Framework

June 2025

Kyndryl announces new AI Innovation Lab in Singapore
TCS and Microsoft extend Partnership to Drive Business Transformation
Accenture Announces release of Distiller Agentic AI Framework
Centric receives Microsoft Copilot Ready Tier Designation

Above is the partial list, additional developments included in the report

5. GLOBAL MARKET OVERVIEW

Global AI Consulting and Support Services Market Overview by Service Type

AI Consulting and Support Services Type Market Overview Global Region

Analytics Consulting

Automation Consulting

Digital Strategy & Transformation

Application Development

Cognitive Integration

Global AI Consulting and Support Services Market Overview by Company Type

AI Consulting and Support Services Company Type Market Overview by Global
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Large Enterprises

Small & Medium-sized Enterprises (SMEs)

Global AI Consulting and Support Services Market Overview by Industry Sector

AI Consulting and Support Services Industry Sector Market Overview by Global
Region

BFSI (Banking, Financial Services, Insurance)

IT & Telecom
Manufacturing
Government
Healthcare
Retail & Ecommerce
Energy & Utilities
Transportation
Education
Other Sectors

PART B: REGIONAL MARKET PERSPECTIVE

Global AI Consulting and Support Services Market Analysis (2021-2030) by Geographic Region

REGIONAL MARKET OVERVIEW

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