

Machine Learning as a Service (MLaaS) Market Report by Component (Software, Services), Organization Size (Small and Medium-sized Enterprises, Large Enterprises), Application (Marketing and Advertising, Fraud Detection and Risk Management, Predictive Analytics, Augmented and Virtual Reality, Natural Language Processin, Computer Vision, Security and Surveillance, and Others), End User (IT and Telecom, Automotive, Healthcare, Aerospace and Defense, Retail, Government, BFSI, and Others), and Region 2024-2032

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Abstracts

The global machine learning as a service (MLaaS) market size reached US\$ 7.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 69.7 Billion by 2032, exhibiting a growth rate (CAGR) of 27.24%during 2024-2032. The growing demand for artificial intelligence (AI) solutions among organizations, rising popularity of cloud computing among businesses, and increasing emphasis on automation to accelerate business initiatives worldwide are some of the major factors propelling the market.

Machine learning as a service (MLaaS) is a comprehensive solution that provides access to machine learning capabilities and infrastructure through a cloud-based platform. It enables organizations to leverage the power of machine learning without the need for significant investments in hardware, software, and specialized expertise. MLaaS offers a range of services, tools, and resources that facilitate the development,



deployment, and management of machine learning models. It provides a wide array of pre-built algorithms and models that can be easily accessed and utilized by developers and data scientists.

Global Machine Learning As A Service (MLaaS) Market

At present, the increasing demand for MLaaS to access machine learning (ML) capabilities without the need for extensive in-house infrastructure and expertise is impelling the growth of the market. Besides this, the rising automation of various business operations to increase efficiency and productivity and reduce the occurrence of manual errors is propelling the growth of the market. In addition, the growing advancements in ML algorithms, including deep learning and reinforcement learning, are offering a favorable market outlook. Apart from this, the increasing employment of MLaaS by businesses to leverage cutting-edge techniques to extract valuable insights from their data is supporting the growth of the market. Additionally, the rising emphasis on automation to accelerate business initiatives, achieve faster time-to-time markets, and realize quicker returns on investments (ROI) is contributing to the growth of the market.

Machine Learning as a Service (MLaaS) Market Trends/Drivers: Rising demand for artificial intelligence (AI) solutions

At present, the increasing employment of AI solutions across various industries is fueling the demand for MLaaS. As organizations recognize the value of AI in optimizing processes, enhancing customer experiences, and gaining actionable insights from data, the demand for MLaaS solutions is increasing. Businesses are leveraging MLaaS to harness the power of machine learning algorithms without the need for significant investments in hardware and specialized talent. MLaaS solutions also offer pre-built machine learning models and data handling tools which businesses can easily implement. It has made AI accessible to small and medium-sized businesses, enabling them to compete with larger companies that have more resources for developing AI inhouse.

Growing popularity of cloud computing

The rising popularity of cloud computing is significantly driving the demand for MLaaS as it provides a robust and scalable environment for deploying machine learning models, enabling businesses to access cutting-edge ML capabilities without investing in expensive hardware or software. Besides this, cloud computing facilitates easy storage,



processing, and analysis of large volumes of data, which are crucial for machine learning. Cloud-based MLaaS solutions can handle these vast datasets efficiently, providing high-speed data processing capabilities and real-time analytics, thereby enabling quick decision-making and creating a competitive edge for businesses. In addition, cloud platforms ensure easy collaboration and seamless sharing of machine learning models and data across different departments or even different organizations. This ease of collaboration can be instrumental in businesses to drive Al-driven digital transformation, thereby leading to increased uptake of MLaaS.

Increasing generation of data

Presently, there is an increase in data generation worldwide, which is significantly propelling the demand for MLaaS. As businesses generate and collect more data, the potential for ML to extract value from it also increases. MLaaS providers deliver ready-made machine learning models that can be trained on this data to gain valuable insights and make informed business decisions. Moreover, the real-time analysis of massive datasets is crucial in fast-paced, data-driven scenarios. Businesses need to make decisions quickly based on the latest information available. MLaaS platforms, equipped with the capability to process large datasets in real time, can provide businesses with immediate insights, thereby improving their operational efficiency and enabling swift and data-driven decision-making.

Machine Learning as a Service (MLaaS) Industry Segmentation: IMARC Group provides an analysis of the key trends in each segment of the global machine learning as a service (MLaaS) market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on component, organization size, application and end user.

Breakup by Component:

Software

Services

Services dominate the market

The report has provided a detailed breakup and analysis of the market based on the component. This includes software and services. According to the report, services represented the largest segment.



MLaaS providers offer pre-built and customizable machine learning models, which simplifies the adoption of machine learning technologies, especially for small and medium enterprises (SMEs) that may lack the resources or expertise to develop these models in-house. Developing and implementing machine learning models in-house can be quite expensive, considering the costs of hiring skilled data scientists, investing in robust hardware, and maintaining the necessary software. MLaaS provides a more cost-effective alternative as it operates on a pay-as-you-go model, allowing businesses to only pay for what they use. MLaaS providers also offer ongoing support and maintenance services, which can help businesses overcome any challenges they encounter when using the technology. This support can help businesses mitigate risks and ensure that their machine-learning models are performing optimally.

Breakup by Organization Size:

Small and Medium-sized Enterprises Large Enterprises

Large enterprises hold the largest share in the market

A detailed breakup and analysis of the market based on the organization size has also been provided in the report. This includes small and medium-sized enterprises and large enterprises. According to the report, large enterprises accounted for the largest market share.

Large enterprises are increasingly turning to machine learning as a service (MLaaS) as it is a convenient, scalable, and cost-effective solution for implementing advanced machine learning capabilities, allowing large businesses to make data-driven decisions and gain a competitive edge. The vast amount of data generated by these enterprises necessitates efficient tools to extract meaningful insights, and MLaaS offers robust machine-learning models capable of processing this information swiftly and effectively. Moreover, in a dynamic business environment, large enterprises need to respond spontaneously to changing market conditions. With MLaaS, they can leverage real-time analytics to derive immediate insights from their data, enhancing their decision-making process and operational efficiency. This is particularly beneficial for industries that operate in fast-paced environments, such as finance, technology, and e-commerce.

Breakup by Application:

Marketing and Advertising



Fraud Detection and Risk Management
Predictive Analytics
Augmented and Virtual Reality
Natural Language Processing
Computer Vision
Security and Surveillance
Others

Marketing and advertising hold the biggest share in the market

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes marketing and advertising, fraud detection and risk management, predictive analytics, augmented and virtual reality, natural language processing, computer vision, security and surveillance, and others. According to the report, marketing and advertising accounted for the largest market share.

Marketing and advertising industries increasingly require machine learning as a service (MLaaS) due to its potential to transform their operations and customer engagements significantly. In these fields, understanding consumer behavior and preferences is of utmost importance, and the ability to analyze vast amounts of customer data is vital. MLaaS provides robust machine learning models that can process and analyze this data, offering valuable insights about customers, enabling personalized marketing, and improving target advertising. MLaaS is also used to segment customers based on various characteristics, enabling marketers to tailor their messages and offers to specific groups. It allows for precise targeting, which can significantly enhance the effectiveness of marketing campaigns.

Breakup by End User:

IT and Telecom
Automotive
Healthcare
Aerospace and Defense
Retail
Government
BFSI
Others

BFSI holds the maximum share of the market



A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes IT and telecom, automotive, healthcare, aerospace and defense, retail, government, BFSI, and others. According to the report, BFSI accounted for the largest market share.

The banking, financial services and insurance (BFSI) sector is relying on machine learning as a service (MLaaS) due to its transformative potential to streamline operations, enhance customer experiences, and bolster security measures. The BFSI sector deals with enormous amounts of data, and MLaaS provides an efficient way to process, analyze, and draw actionable insights from this data, enabling financial institutions to make informed decisions. MLaaS plays a pivotal role in personalizing customer experiences in the BFSI sector. By analyzing customer data, machine learning models can identify individual behaviors and preferences, enabling financial institutions to tailor their services to each customer's unique needs. Furthermore, by leveraging MLaaS, financial institutions can build predictive models that can alert them to potential fraud or risks in real-time, significantly enhancing their security measures and customer trust.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia



Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

North America exhibits a clear dominance, accounting for the largest machine learning as a service (MLaaS) market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and Others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

North America held the biggest market share due to the rising number of businesses that are integrating AI and ML in their operations to achieve efficiency and scalability and minimize the involvement of humans.

Another contributing aspect is the rising generation of data through various online channels. Besides this, the increasing number of cyber threats and data breaches is propelling the growth of the market.

Asia Pacific is estimated to expand further in this domain due to the rising popularity of cloud computing and edge computing. Apart from this, the rising focus on automating various business operations is strengthening the growth of the market.

Competitive Landscape:

Key market players are investing in research operations to improve their machine-learning services. They are also providing cutting-edge machine learning tools and capabilities that are efficient, scalable, and easy to use. Top companies are entering into strategic partnerships with other tech companies, startups, and research institutions to deliver more comprehensive and innovative solutions. They are also focusing on providing training and certification programs to create a skilled workforce. Leading companies are taking initiatives to enhance the security features of their platforms. They are implementing stronger data encryption, enhancing access controls, and using machine learning to detect and respond to security threats.



The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Amazon.com Inc.

Bigml Inc.

Fair Isaac Corporation

Google LLC (Alphabet Inc.)

H2O.ai Inc.

Hewlett Packard Enterprise Development LP

Iflowsoft Solutions Inc.

International Business Machines Corporation

Microsoft Corporation

MonkeyLearn

Sas Institute Inc.

Yottamine Analytics Inc.

Recent Developments:

In March 2023, Amazon Web Services, and Amazon.com Inc. company, announced a collaboration with NVIDIA to build the world's most scalable, on-demand artificial intelligence (AI) infrastructure optimized to train large machine learning models and build generative AI applications.

In September 2018, Fair Isaac Corporation announced the launch of the latest version of FICO® Analytics Workbench™, which assists data scientists to understand the machine learning models behind Al-derived decisions.

In July 2023, International Business Machines Corporation announced the launch of Watsonx, which comprise three products to help businesses accelerate and scale Al and machine learning.

Key Questions Answered in This Report

- 1. What was the size of the global machine learning as a service (MLaaS) market in 2023?
- 2. What is the expected growth rate of the global machine learning as a service (MLaaS) market during 2024-2032?
- 3. What are the key factors driving the global machine learning as a service (MLaaS) market?
- 4. What has been the impact of COVID-19 on the global machine learning as a service (MLaaS) market?



- 5. What is the breakup of the global machine learning as a service (MLaaS) market based on the component?
- 6. What is the breakup of the global machine learning as a service (MLaaS) market based on organization size?
- 7. What is the breakup of the global machine learning as a service (MLaaS) market based on the application?
- 8. What is the breakup of the global machine learning as a service (MLaaS) market based on the end user?
- 9. What are the key regions in the global machine learning as a service (MLaaS) market?
- 10. Who are the key players/companies in the global machine learning as a service (MLaaS) market?



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