

South Korea Conversational AI Market Size, Share, Trends and Forecast by Component, Type, Technology, Deployment Mode, Organization Size, End User, and Region, 2026-2034

<https://marketpublishers.com/r/SB910447609EEN.html>

Date: July 2026

Pages: 122

Price: US\$ 2,999.00 (Single User License)

ID: SB910447609EEN

Abstracts

The South Korea conversational AI market size reached USD 330.1 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 3,108.1 Million by 2034, exhibiting a growth rate (CAGR) of 27.45% during 2026-2034. Mass adoption of smart devices in South Korea is playing a major role in driving the adoption of conversational technologies. Moreover, the country's fast-paced technological innovations in artificial intelligence (AI) are a major growth driver of the industry. Apart from this, the heightened number of businesses focusing on saving operational costs while ensuring high customer satisfaction is expanding the South Korea conversational AI market share.

SOUTH KOREA CONVERSATIONAL AI MARKET TRENDS:

Technological Innovations and Artificial Intelligence (AI) Adoption

South Korea's fast-paced technological innovations in AI are a major growth driver of the conversational AI industry. The nation is characterized by its robust emphasis on AI technology research and development (R&D), such as natural language processing (NLP) and machine learning (ML). This is leading to the development of more advanced conversational AI solutions that can read, comprehend, and answer human questions more accurately. These technologies are being applied across multiple industries, such as customer service, health, finance, and retail, enhancing efficiency and user experience. The government of South Korea's focus on AI innovation via initiatives such as the 'AI National Strategy' also drives the development and implementation of AI-

driven solutions. This sharp emphasis on AI research and development (R&D) is not strengthening local competence but also making South Korea the global leader in conversational AI. In 2025, LG Group, a major South Korean conglomerate, introduced a new iteration of its leading AI model capable of providing either rapid replies to questions or generating answers through a methodical reasoning approach. Named Exaone 4.0, the hybrid AI model is created by LG AI Research. LG AI Research stated that Exaone 4.0 is capable of processing requests in Spanish, alongside Korean and English.

Increased Need for Automation and Cost Savings

As South Korean businesses are encouraged to save operational costs while ensuring high customer satisfaction, demand for automation tools like conversational AI is increasing. Firms across sectors, particularly in customer support, are implementing chatbots, virtual assistants, and AI-based call centers to service repetitive queries, facilitate transactions, and provide 24/7 assistance, thereby supporting the South Korea conversational AI market growth. Such solutions minimize the use of human operators, thus decreasing operating expenditures and enhancing scalability. Further, AI applications can rapidly process high amounts of data, providing companies with insights that would be both time- and money-consuming for humans to examine. The growing demand for companies to remain competitive in an increasingly changing digital world drives the adoption of conversational AI as an indispensable tool for maximizing operational effectiveness.

Mass Adoption of Smart Devices by Consumers and Businesses

Mass adoption of smart devices in South Korea has played a major role in driving the usage of conversational AI. With high penetration rates of smartphones, smart speakers, and connected home devices, consumers in South Korea are increasingly exposed to AI-based voice assistants. With these devices increasingly part of daily routines, the market demand for more sophisticated and personalized conversational AI applications grows. Companies are taking advantage of these platforms to increase customer interaction, presenting a smoother, more user-friendly experience in the form of voice-activated services and automated assistance. Further, with South Korea's population increasingly becoming technology driven and dependent on intelligent devices, there has been an increased expectation for conversational AI technology to be able to deliver mature and context-aware interactions, leading to increased innovation and growth in the field. In 2024, South Korean tech company Samsung announced the launch of AI-enabled Galaxy S24 phones. The Note Assist in Samsung

Notes includes AI-created summaries, template generation that simplifies notes using pre-existing formats, and cover creation for easy identification of notes with a short preview. For voice recordings, even with several speakers, Transcript Assist utilizes AI and Speech-to-Text technology to transcribe, summarize, and translate recordings.

SOUTH KOREA CONVERSATIONAL AI MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on component, type, technology, deployment mode, organization size, and end user.

Component Insights:

- Platform

- Services

 - Support and Maintenance

 - Training and Consulting

 - System Integration

The report has provided a detailed breakup and analysis of the market based on the component. This includes platform and services (support and maintenance, training and consulting, and system integration).

Type Insights:

- Intelligent Virtual Assistant (IVA)

- Chatbots

A detailed breakup and analysis of the market based on the type have also been provided in the report. This includes intelligent virtual assistant (IVA) and chatbots.

Technology Insights:

Machine Learning

Deep Learning

Natural Language Processing

Automatic Speech Recognition

The report has provided a detailed breakup and analysis of the market based on the technology. This includes machine learning, deep learning, natural language processing, and automatic speech recognition.

Deployment Mode Insights:

Cloud-based

On-premises

A detailed breakup and analysis of the market based on the deployment mode have also been provided in the report. This includes cloud-based and on-premises.

Organization Size Insights:

Large Enterprises

Small and Medium-sized Enterprises

The report has provided a detailed breakup and analysis of the market based on the organization size. This includes large enterprises and small and medium-sized enterprises.

End User Insights:

BFSI

Retail and E-commerce

Healthcare and Life Science

Travel and Hospitality

Telecom

Media and Entertainment

Others

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes BFSI, retail and e-commerce, healthcare and life science, travel and hospitality, telecom, media and entertainment, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player

positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea conversational AI market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea conversational AI market on the basis of component?

What is the breakup of the South Korea conversational AI market on the basis of type?

What is the breakup of the South Korea conversational AI market on the basis of technology?

What is the breakup of the South Korea conversational AI market on the basis of deployment mode?

What is the breakup of the South Korea conversational AI market on the basis of organization size?

What is the breakup of the South Korea conversational AI market on the basis of end user?

What is the breakup of the South Korea conversational AI market on the basis of region?

What are the various stages in the value chain of the South Korea conversational AI market?

What are the key driving factors and challenges in the South Korea conversational AI market?

What is the structure of the South Korea conversational AI market and who are the key players?

What is the degree of competition in the South Korea conversational AI market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA CONVERSATIONAL AI MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA CONVERSATIONAL AI MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA CONVERSATIONAL AI MARKET - BREAKUP BY COMPONENT

- 6.1 Platform
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Services
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

- 6.2.3 Market Segmentation
 - 6.2.3.1 Support and Maintenance
 - 6.2.3.2 Training and Consulting
 - 6.2.3.3 System Integration
- 6.2.4 Market Forecast (2026-2034)

7 SOUTH KOREA CONVERSATIONAL AI MARKET - BREAKUP BY TYPE

- 7.1 Intelligent Virtual Assistant (IVA)
 - 7.1.1 Overview
 - 7.1.2 Historical and Current Market Trends (2020-2025)
 - 7.1.3 Market Forecast (2026-2034)
- 7.2 Chatbots
 - 7.2.1 Overview
 - 7.2.2 Historical and Current Market Trends (2020-2025)
 - 7.2.3 Market Forecast (2026-2034)

8 SOUTH KOREA CONVERSATIONAL AI MARKET - BREAKUP BY TECHNOLOGY

- 8.1 Machine Learning
 - 8.1.1 Overview
 - 8.1.2 Historical and Current Market Trends (2020-2025)
 - 8.1.3 Market Forecast (2026-2034)
- 8.2 Deep Learning
 - 8.2.1 Overview
 - 8.2.2 Historical and Current Market Trends (2020-2025)
 - 8.2.3 Market Forecast (2026-2034)
- 8.3 Natural Language Processing
 - 8.3.1 Overview
 - 8.3.2 Historical and Current Market Trends (2020-2025)
 - 8.3.3 Market Forecast (2026-2034)
- 8.4 Automatic Speech Recognition
 - 8.4.1 Overview
 - 8.4.2 Historical and Current Market Trends (2020-2025)
 - 8.4.3 Market Forecast (2026-2034)

9 SOUTH KOREA CONVERSATIONAL AI MARKET - BREAKUP BY DEPLOYMENT MODE

9.1 Cloud-based

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 On-premises

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

10 SOUTH KOREA CONVERSATIONAL AI MARKET - BREAKUP BY ORGANIZATION SIZE

10.1 Large Enterprises

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Forecast (2026-2034)

10.2 Small and Medium-sized Enterprises

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Forecast (2026-2034)

11 SOUTH KOREA CONVERSATIONAL AI MARKET - BREAKUP BY END USER

11.1 BFSI

11.1.1 Overview

11.1.2 Historical and Current Market Trends (2020-2025)

11.1.3 Market Forecast (2026-2034)

11.2 Retail and E-commerce

11.2.1 Overview

11.2.2 Historical and Current Market Trends (2020-2025)

11.2.3 Market Forecast (2026-2034)

11.3 Healthcare and Life Science

11.3.1 Overview

11.3.2 Historical and Current Market Trends (2020-2025)

11.3.3 Market Forecast (2026-2034)

11.4 Travel and Hospitality

11.4.1 Overview

11.4.2 Historical and Current Market Trends (2020-2025)

11.4.3 Market Forecast (2026-2034)

11.5 Telecom

11.5.1 Overview

11.5.2 Historical and Current Market Trends (2020-2025)

11.5.3 Market Forecast (2026-2034)

11.6 Media and Entertainment

11.6.1 Overview

11.6.2 Historical and Current Market Trends (2020-2025)

11.6.3 Market Forecast (2026-2034)

11.7 Others

11.7.1 Historical and Current Market Trends (2020-2025)

11.7.2 Market Forecast (2026-2034)

12 SOUTH KOREA CONVERSATIONAL AI MARKET – BREAKUP BY REGION

12.1 Seoul Capital Area

12.1.1 Overview

12.1.2 Historical and Current Market Trends (2020-2025)

12.1.3 Market Breakup by Component

12.1.4 Market Breakup by Type

12.1.5 Market Breakup by Technology

12.1.6 Market Breakup by Deployment Mode

12.1.7 Market Breakup by Organization Size

12.1.8 Market Breakup by End User

12.1.9 Key Players

12.1.10 Market Forecast (2026-2034)

12.2 Yeongnam (Southeastern Region)

12.2.1 Overview

12.2.2 Historical and Current Market Trends (2020-2025)

12.2.3 Market Breakup by Component

12.2.4 Market Breakup by Type

12.2.5 Market Breakup by Technology

12.2.6 Market Breakup by Deployment Mode

12.2.7 Market Breakup by Organization Size

12.2.8 Market Breakup by End User

12.2.9 Key Players

12.2.10 Market Forecast (2026-2034)

12.3 Honam (Southwestern Region)

12.3.1 Overview

12.3.2 Historical and Current Market Trends (2020-2025)

- 12.3.3 Market Breakup by Component
- 12.3.4 Market Breakup by Type
- 12.3.5 Market Breakup by Technology
- 12.3.6 Market Breakup by Deployment Mode
- 12.3.7 Market Breakup by Organization Size
- 12.3.8 Market Breakup by End User
- 12.3.9 Key Players
- 12.3.10 Market Forecast (2026-2034)
- 12.4 Hoseo (Central Region)
 - 12.4.1 Overview
 - 12.4.2 Historical and Current Market Trends (2020-2025)
 - 12.4.3 Market Breakup by Component
 - 12.4.4 Market Breakup by Type
 - 12.4.5 Market Breakup by Technology
 - 12.4.6 Market Breakup by Deployment Mode
 - 12.4.7 Market Breakup by Organization Size
 - 12.4.8 Market Breakup by End User
 - 12.4.9 Key Players
 - 12.4.10 Market Forecast (2026-2034)
- 12.5 Others
 - 12.5.1 Historical and Current Market Trends (2020-2025)
 - 12.5.2 Market Forecast (2026-2034)

13 SOUTH KOREA CONVERSATIONAL AI MARKET – COMPETITIVE LANDSCAPE

- 13.1 Overview
- 13.2 Market Structure
- 13.3 Market Player Positioning
- 13.4 Top Winning Strategies
- 13.5 Competitive Dashboard
- 13.6 Company Evaluation Quadrant

14 PROFILES OF KEY PLAYERS

- 14.1 Company A
 - 14.1.1 Business Overview
 - 14.1.2 Services Offered
 - 14.1.3 Business Strategies
 - 14.1.4 SWOT Analysis

- 14.1.5 Major News and Events
- 14.2 Company B
 - 14.2.1 Business Overview
 - 14.2.2 Services Offered
 - 14.2.3 Business Strategies
 - 14.2.4 SWOT Analysis
 - 14.2.5 Major News and Events
- 14.3 Company C
 - 14.3.1 Business Overview
 - 14.3.2 Services Offered
 - 14.3.3 Business Strategies
 - 14.3.4 SWOT Analysis
 - 14.3.5 Major News and Events
- 14.4 Company D
 - 14.4.1 Business Overview
 - 14.4.2 Services Offered
 - 14.4.3 Business Strategies
 - 14.4.4 SWOT Analysis
 - 14.4.5 Major News and Events
- 14.5 Company E
 - 14.5.1 Business Overview
 - 14.5.2 Services Offered
 - 14.5.3 Business Strategies
 - 14.5.4 SWOT Analysis
 - 14.5.5 Major News and Events

15 SOUTH KOREA CONVERSATIONAL AI MARKET - INDUSTRY ANALYSIS

- 15.1 Drivers, Restraints, and Opportunities
 - 15.1.1 Overview
 - 15.1.2 Drivers
 - 15.1.3 Restraints
 - 15.1.4 Opportunities
- 15.2 Porters Five Forces Analysis
 - 15.2.1 Overview
 - 15.2.2 Bargaining Power of Buyers
 - 15.2.3 Bargaining Power of Suppliers
 - 15.2.4 Degree of Competition
 - 15.2.5 Threat of New Entrants

15.2.6 Threat of Substitutes
15.3 Value Chain Analysis

16 APPENDIX

I would like to order

Product name: South Korea Conversational AI Market Size, Share, Trends and Forecast by Component, Type, Technology, Deployment Mode, Organization Size, End User, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/SB910447609EEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB910447609EEN.html>