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Global AI Agent Platforms Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI Agent Platforms market size is predicted to grow from US$ 10338 million in 2025 to US$ 472934 million in 2032; it is expected to grow at a CAGR of 61.6% from 2026 to 2032.

An AI Agent is evolving from a conversational interface into a software-based execution unit capable of planning, coordinating and completing business tasks. Its core functionality includes goal interpretation, task decomposition, knowledge retrieval, tool use, memory management, environment interaction, result verification and human escalation. This scope differentiates AI Agents from foundation models, conventional chatbots and basic generative AI assistants that primarily create content or answer questions. A production-grade AI Agent may connect with three to twenty enterprise systems, execute five to fifty steps in a complex workflow and operate over timeframes ranging from seconds for routine actions to hours for research, software engineering or cross-system processes. Commercial deployment also requires identity management, least-privilege access, audit logs, execution budgets, exception handling and approval controls. The value chain spans foundation models and computing infrastructure, Agent frameworks and runtime platforms, data and knowledge systems, enterprise connectors, vertical applications, implementation and managed services. Revenue is generated through software subscriptions, usage-based fees, runtime consumption, enterprise licences, private deployment and professional services.

The competitive landscape combines large enterprise platforms, model-native companies and specialist Agent vendors. Microsoft generated approximately USD 1.84 billion in AI Agent revenue in 2025, equal to 17.44% of the global market. Google, ServiceNow, Anthropic and Alibaba accounted for 7.03%, 6.48%, 5.91% and 4.61%, respectively, taking the combined share of the five largest vendors to 41.46%. Microsoft

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benefits from the integration of Agent creation, Microsoft 365, enterprise identity, application connectors and Azure infrastructure. Google combines workspace access, cloud data services and an open developer ecosystem, while ServiceNow embeds AI Agents directly into IT service management, customer operations and employee workflows. Anthropic follows a model-native route centred on software development, computer use and complex reasoning tasks. Alibaba combines cloud infrastructure, DingTalk, commerce and enterprise services. SAP, Amazon Web Services, IBM, Baidu and OpenAI form the next group of leading participants, with differentiated positions in ERP, Agent runtime infrastructure, enterprise orchestration, search and knowledge services, and general-purpose task execution.

Regional demand reflects differences in software ecosystems, industrial structures and enterprise procurement behaviour. North America generated USD 4.28 billion in 2025, accounting for 40.50% of the global market, supported by a dense concentration of foundation model companies, hyperscale cloud platforms, enterprise software vendors and specialist start-ups. Asia-Pacific reached USD 3.64 billion and a 34.46% share, with China, Japan and South Korea advancing through cloud services, super-app ecosystems, manufacturing, telecommunications and local digital platforms. Europe represented 21.15% of global revenue, or USD 2.23 billion, with stronger emphasis on ERP, industrial operations, financial services, public-sector workflows and sovereign deployment. Latin America and the Middle East and Africa remain smaller markets, but financial services, customer operations, government digitalisation, energy and smart-city projects provide a long runway for adoption.

China has become a significant component of the global market. The thirteen leading Chinese vendors generated approximately USD 2.14 billion in AI Agent revenue in 2025, representing 20.29% of the global total. Alibaba, Baidu, ByteDance, Tencent and iFlytek were the leading domestic participants. The Chinese market is differentiated by the integration of AI Agents with cloud platforms, content ecosystems, e-commerce, workplace software, telecommunications networks and industry delivery capabilities. Alibaba and Baidu combine cloud and enterprise development platforms with commerce or search entry points; ByteDance and Tencent use content, communication and developer ecosystems; iFlytek, Huawei and telecom operators concentrate on education, healthcare, government, manufacturing and network operations. This structure gives Chinese vendors strong access to high-frequency use cases and large domestic distribution channels.

Application demand is broadening from general interaction to core operational workflows. Office and collaboration represented 14.27% of 2025 revenue, followed by

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software development at 13.80%, customer service at 12.97% and general-purpose Agents at 12.29%. Together, these four applications accounted for 53.33% of the market. Sales and marketing represented 9.18%, while data analytics and BI, IT operations and cybersecurity, and e-commerce and retail accounted for 7.33%, 6.77% and 6.75%, respectively. Finance, manufacturing, healthcare, education and legal services currently have smaller revenue shares, but their requirements for specialised data, regulatory controls and complex workflows create higher barriers to entry. E-commerce and retail are expected to record a 63.74% CAGR during 2026–2032, while customer service, healthcare and office collaboration are also expected to grow faster than the overall market.

The latest stage of industry development is centred on long-horizon execution, multi-Agent coordination, open communication standards and controlled runtime environments. Agent platforms increasingly combine web search, file handling, code execution, enterprise connectors, trajectory monitoring, evaluation and security policies within a unified engineering environment. Multi-Agent systems assign separate planning, execution, review and specialist roles to complex workflows, while open protocols allow Agents built on different models and platforms to communicate. Long-term memory, identity, policy controls and auditability are becoming prerequisites for deployment in finance, healthcare, IT and industrial systems. The competitive focus is shifting from the number of Agents created to task completion rates, human intervention levels and cost per successful task. OpenAI has continued to expand long-horizon execution and sandbox capabilities, Google has advanced cross-platform Agent communication and enterprise orchestration, and enterprise software leaders are embedding Agents directly into established workflows.

Report Scope

LPI (LP Information)' newest research report, the “AI Agent Platforms Industry Forecast” looks at past sales and reviews total world AI Agent Platforms sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Agent Platforms sales for 2026 through 2032. With AI Agent Platforms sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI Agent Platforms industry.

This Insight Report provides a comprehensive analysis of the global AI Agent Platforms landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI Agent

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Platforms portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AI Agent Platforms market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Agent Platforms and breaks down the forecast by Deployment, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI Agent Platforms.

This report presents a comprehensive overview, market shares, and growth opportunities of AI Agent Platforms market by product type, application, key players and key regions and countries.

Segmentation by Deployment:

Public Cloud SaaS

Private/On-premise Deployment

Edge/Endpoint Deployment

Segmentation by Autonomy Level:

L0-L1 Low Autonomy

L2 Tool Invocation

L3 Multi-step Autonomy

L4 Multi-agent/Continuous Autonomy

Segmentation by Interaction Pattern:

Conversational

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Embedded Copilot

Event-driven

Others

Segmentation by Application:

General Intelligent Agent

Office and Collaboration

Software Development

Customer Service

Sales and Marketing

Data Analysis and BI

IT Operation and Cybersecurity

E-commerce and Retail

Finance

Manufacturing

Healthcare

Education

Law

Others

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia

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Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Microsoft

Google

ServiceNow

Anthropic

SAP

Amazon Web Services (AWS)?

IBM

OpenAI

Oracle

Salesforce

Aisera

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SoundHound

Fujitsu

Cognition

UiPath?

Naver

LangChain

Kakao

PKSHA Technology

Voiceflow

Teneo.ai

Mistral AI

AirOps

Sema4.ai

Gumloop

Stack AI

Relay.app

CrewAI

Alibaba

Baidu

ByteDance

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Tencent

iFlytek

Huawei

China Mobile

China Telecom

JD

Beijing Kingsoft Office Software

Knowledge Atlas Technology

MiniMax

Marketingforce

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global AI Agent Platforms Market Size (2021-2032)
  2.1.2 AI Agent Platforms Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for AI Agent Platforms by Country/Region (2021, 2025 & 2032)
2.2 AI Agent Platforms Segment by Deployment
  2.2.1 Public Cloud SaaS
  2.2.2 Private/On-premise Deployment
  2.2.3 Edge/Endpoint Deployment
  2.2.4 AI Agent Platforms Market Size by Deployment
    2.2.4.1 AI Agent Platforms Market Size CAGR by Deployment (2021 VS 2025 VS 2032)
    2.2.4.2 Global AI Agent Platforms Market Size Market Share by Deployment (2021-2026)
2.3 AI Agent Platforms Segment by Autonomy Level
  2.3.1 L0-L1 Low Autonomy
  2.3.2 L2 Tool Invocation
  2.3.3 L3 Multi-step Autonomy
  2.3.4 L4 Multi-agent/Continuous Autonomy
  2.3.5 AI Agent Platforms Market Size by Autonomy Level
    2.3.5.1 AI Agent Platforms Market Size CAGR by Autonomy Level (2021 VS 2025 VS 2032)
    2.3.5.2 Global AI Agent Platforms Market Size Market Share by Autonomy Level (2021-2026)

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2.4 AI Agent Platforms Segment by Interaction Pattern
2.4.1 Conversational
2.4.2 Embedded Copilot
2.4.3 Event-driven
2.4.4 Others
2.4.5 AI Agent Platforms Market Size by Interaction Pattern
2.4.5.1 AI Agent Platforms Market Size CAGR by Interaction Pattern (2021 VS 2025 VS 2032)
2.4.5.2 Global AI Agent Platforms Market Size Market Share by Interaction Pattern (2021-2026)
2.5 AI Agent Platforms Segment by Application
2.5.1 General Intelligent Agent
2.5.2 Office and Collaboration
2.5.3 Software Development
2.5.4 Customer Service
2.5.5 Sales and Marketing
2.5.6 Data Analysis and BI
2.5.7 IT Operation and Cybersecurity
2.5.8 E-commerce and Retail
2.5.9 Finance
2.5.10 AI Agent Platforms Market Size by Application
2.5.10.1 AI Agent Platforms Market Size CAGR by Application (2021 VS 2025 VS 2032)
2.5.10.2 Global AI Agent Platforms Market Size Market Share by Application (2021-2026)

3 AI AGENT PLATFORMS MARKET SIZE BY PLAYER

3.1 AI Agent Platforms Market Size Market Share by Player
3.1.1 Global AI Agent Platforms Revenue by Player (2021-2026)
3.1.2 Global AI Agent Platforms Revenue Market Share by Player (2021-2026)
3.2 Global AI Agent Platforms Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis
3.3.1 Competition Landscape Analysis
3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

4 AI AGENT PLATFORMS BY REGION

+357 96 030922
info@marketpublishers.com

4.1 AI Agent Platforms Market Size by Region (2021-2026)
4.2 Global AI Agent Platforms Annual Revenue by Country/Region (2021-2026)
4.3 Americas AI Agent Platforms Market Size Growth (2021-2026)
4.4 APAC AI Agent Platforms Market Size Growth (2021-2026)
4.5 Europe AI Agent Platforms Market Size Growth (2021-2026)
4.6 Middle East & Africa AI Agent Platforms Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas AI Agent Platforms Market Size by Country (2021-2026)
5.2 Americas AI Agent Platforms Market Size by Deployment (2021-2026)
5.3 Americas AI Agent Platforms Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC AI Agent Platforms Market Size by Region (2021-2026)
6.2 APAC AI Agent Platforms Market Size by Deployment (2021-2026)
6.3 APAC AI Agent Platforms Market Size by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia

7 EUROPE

7.1 Europe AI Agent Platforms Market Size by Country (2021-2026)
7.2 Europe AI Agent Platforms Market Size by Deployment (2021-2026)
7.3 Europe AI Agent Platforms Market Size by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy

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info@marketpublishers.com

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa AI Agent Platforms by Region (2021-2026)
8.2 Middle East & Africa AI Agent Platforms Market Size by Deployment (2021-2026)
8.3 Middle East & Africa AI Agent Platforms Market Size by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 GLOBAL AI AGENT PLATFORMS MARKET FORECAST

10.1 Global AI Agent Platforms Forecast by Region (2027-2032)
  10.1.1 Global AI Agent Platforms Forecast by Region (2027-2032)
  10.1.2 Americas AI Agent Platforms Forecast
  10.1.3 APAC AI Agent Platforms Forecast
  10.1.4 Europe AI Agent Platforms Forecast
  10.1.5 Middle East & Africa AI Agent Platforms Forecast
10.2 Americas AI Agent Platforms Forecast by Country (2027-2032)
  10.2.1 United States Market AI Agent Platforms Forecast
  10.2.2 Canada Market AI Agent Platforms Forecast
  10.2.3 Mexico Market AI Agent Platforms Forecast
  10.2.4 Brazil Market AI Agent Platforms Forecast
10.3 APAC AI Agent Platforms Forecast by Region (2027-2032)
  10.3.1 China AI Agent Platforms Market Forecast
  10.3.2 Japan Market AI Agent Platforms Forecast
  10.3.3 Korea Market AI Agent Platforms Forecast
  10.3.4 Southeast Asia Market AI Agent Platforms Forecast
  10.3.5 India Market AI Agent Platforms Forecast
  10.3.6 Australia Market AI Agent Platforms Forecast

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10.4 Europe AI Agent Platforms Forecast by Country (2027-2032)
10.4.1 Germany Market AI Agent Platforms Forecast
10.4.2 France Market AI Agent Platforms Forecast
10.4.3 UK Market AI Agent Platforms Forecast
10.4.4 Italy Market AI Agent Platforms Forecast
10.4.5 Russia Market AI Agent Platforms Forecast
10.5 Middle East & Africa AI Agent Platforms Forecast by Region (2027-2032)
10.5.1 Egypt Market AI Agent Platforms Forecast
10.5.2 South Africa Market AI Agent Platforms Forecast
10.5.3 Israel Market AI Agent Platforms Forecast
10.5.4 Turkey Market AI Agent Platforms Forecast
10.6 Global AI Agent Platforms Forecast by Deployment (2027-2032)
10.7 Global AI Agent Platforms Forecast by Application (2027-2032)
10.7.1 GCC Countries Market AI Agent Platforms Forecast

11 KEY PLAYERS ANALYSIS

11.1 Microsoft
11.1.1 Microsoft Company Information
11.1.2 Microsoft AI Agent Platforms Product Offered
11.1.3 Microsoft AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 Microsoft Main Business Overview
11.1.5 Microsoft Latest Developments
11.2 Google
11.2.1 Google Company Information
11.2.2 Google AI Agent Platforms Product Offered
11.2.3 Google AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Google Main Business Overview
11.2.5 Google Latest Developments
11.3 ServiceNow
11.3.1 ServiceNow Company Information
11.3.2 ServiceNow AI Agent Platforms Product Offered
11.3.3 ServiceNow AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 ServiceNow Main Business Overview
11.3.5 ServiceNow Latest Developments
11.4 Anthropic

+357 96 030922
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11.4.1 Anthropic Company Information
11.4.2 Anthropic AI Agent Platforms Product Offered
11.4.3 Anthropic AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 Anthropic Main Business Overview
11.4.5 Anthropic Latest Developments
11.5 SAP
11.5.1 SAP Company Information
11.5.2 SAP AI Agent Platforms Product Offered
11.5.3 SAP AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 SAP Main Business Overview
11.5.5 SAP Latest Developments
11.6 Amazon Web Services (AWS)?
11.6.1 Amazon Web Services (AWS)? Company Information
11.6.2 Amazon Web Services (AWS)? AI Agent Platforms Product Offered
11.6.3 Amazon Web Services (AWS)? AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 Amazon Web Services (AWS)? Main Business Overview
11.6.5 Amazon Web Services (AWS)? Latest Developments
11.7 IBM
11.7.1 IBM Company Information
11.7.2 IBM AI Agent Platforms Product Offered
11.7.3 IBM AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 IBM Main Business Overview
11.7.5 IBM Latest Developments
11.8 OpenAI
11.8.1 OpenAI Company Information
11.8.2 OpenAI AI Agent Platforms Product Offered
11.8.3 OpenAI AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 OpenAI Main Business Overview
11.8.5 OpenAI Latest Developments
11.9 Oracle
11.9.1 Oracle Company Information
11.9.2 Oracle AI Agent Platforms Product Offered
11.9.3 Oracle AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 Oracle Main Business Overview

+357 96 030922
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11.9.5 Oracle Latest Developments
11.10 Salesforce
11.10.1 Salesforce Company Information
11.10.2 Salesforce AI Agent Platforms Product Offered
11.10.3 Salesforce AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 Salesforce Main Business Overview
11.10.5 Salesforce Latest Developments
11.11 Aisera
11.11.1 Aisera Company Information
11.11.2 Aisera AI Agent Platforms Product Offered
11.11.3 Aisera AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 Aisera Main Business Overview
11.11.5 Aisera Latest Developments
11.12 SoundHound
11.12.1 SoundHound Company Information
11.12.2 SoundHound AI Agent Platforms Product Offered
11.12.3 SoundHound AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.12.4 SoundHound Main Business Overview
11.12.5 SoundHound Latest Developments
11.13 Fujitsu
11.13.1 Fujitsu Company Information
11.13.2 Fujitsu AI Agent Platforms Product Offered
11.13.3 Fujitsu AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.13.4 Fujitsu Main Business Overview
11.13.5 Fujitsu Latest Developments
11.14 Cognition
11.14.1 Cognition Company Information
11.14.2 Cognition AI Agent Platforms Product Offered
11.14.3 Cognition AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.14.4 Cognition Main Business Overview
11.14.5 Cognition Latest Developments
11.15 UiPath?
11.15.1 UiPath? Company Information
11.15.2 UiPath? AI Agent Platforms Product Offered

+357 96 030922
info@marketpublishers.com

11.15.3 UiPath? AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.15.4 UiPath? Main Business Overview
11.15.5 UiPath? Latest Developments
11.16 Naver
11.16.1 Naver Company Information
11.16.2 Naver AI Agent Platforms Product Offered
11.16.3 Naver AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.16.4 Naver Main Business Overview
11.16.5 Naver Latest Developments
11.17 LangChain
11.17.1 LangChain Company Information
11.17.2 LangChain AI Agent Platforms Product Offered
11.17.3 LangChain AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.17.4 LangChain Main Business Overview
11.17.5 LangChain Latest Developments
11.18 Kakao
11.18.1 Kakao Company Information
11.18.2 Kakao AI Agent Platforms Product Offered
11.18.3 Kakao AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.18.4 Kakao Main Business Overview
11.18.5 Kakao Latest Developments
11.19 PKSHA Technology
11.19.1 PKSHA Technology Company Information
11.19.2 PKSHA Technology AI Agent Platforms Product Offered
11.19.3 PKSHA Technology AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.19.4 PKSHA Technology Main Business Overview
11.19.5 PKSHA Technology Latest Developments
11.20 Voiceflow
11.20.1 Voiceflow Company Information
11.20.2 Voiceflow AI Agent Platforms Product Offered
11.20.3 Voiceflow AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.20.4 Voiceflow Main Business Overview
11.20.5 Voiceflow Latest Developments

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11.21 Teneo.ai
11.21.1 Teneo.ai Company Information
11.21.2 Teneo.ai AI Agent Platforms Product Offered
11.21.3 Teneo.ai AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.21.4 Teneo.ai Main Business Overview
11.21.5 Teneo.ai Latest Developments
11.22 Mistral AI
11.22.1 Mistral AI Company Information
11.22.2 Mistral AI AI Agent Platforms Product Offered
11.22.3 Mistral AI AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.22.4 Mistral AI Main Business Overview
11.22.5 Mistral AI Latest Developments
11.23 AirOps
11.23.1 AirOps Company Information
11.23.2 AirOps AI Agent Platforms Product Offered
11.23.3 AirOps AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.23.4 AirOps Main Business Overview
11.23.5 AirOps Latest Developments
11.24 Sema4.ai
11.24.1 Sema4.ai Company Information
11.24.2 Sema4.ai AI Agent Platforms Product Offered
11.24.3 Sema4.ai AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.24.4 Sema4.ai Main Business Overview
11.24.5 Sema4.ai Latest Developments
11.25 Gumloop
11.25.1 Gumloop Company Information
11.25.2 Gumloop AI Agent Platforms Product Offered
11.25.3 Gumloop AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.25.4 Gumloop Main Business Overview
11.25.5 Gumloop Latest Developments
11.26 Stack AI
11.26.1 Stack AI Company Information
11.26.2 Stack AI AI Agent Platforms Product Offered
11.26.3 Stack AI AI Agent Platforms Revenue, Gross Margin and Market Share

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(2021-2026)
11.26.4 Stack AI Main Business Overview
11.26.5 Stack AI Latest Developments
11.27 Relay.app
11.27.1 Relay.app Company Information
11.27.2 Relay.app AI Agent Platforms Product Offered
11.27.3 Relay.app AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.27.4 Relay.app Main Business Overview
11.27.5 Relay.app Latest Developments
11.28 CrewAI
11.28.1 CrewAI Company Information
11.28.2 CrewAI AI Agent Platforms Product Offered
11.28.3 CrewAI AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.28.4 CrewAI Main Business Overview
11.28.5 CrewAI Latest Developments
11.29 Alibaba
11.29.1 Alibaba Company Information
11.29.2 Alibaba AI Agent Platforms Product Offered
11.29.3 Alibaba AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.29.4 Alibaba Main Business Overview
11.29.5 Alibaba Latest Developments
11.30 Baidu
11.30.1 Baidu Company Information
11.30.2 Baidu AI Agent Platforms Product Offered
11.30.3 Baidu AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.30.4 Baidu Main Business Overview
11.30.5 Baidu Latest Developments
11.31 ByteDance
11.31.1 ByteDance Company Information
11.31.2 ByteDance AI Agent Platforms Product Offered
11.31.3 ByteDance AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.31.4 ByteDance Main Business Overview
11.31.5 ByteDance Latest Developments
11.32 Tencent

+357 96 030922
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11.32.1 Tencent Company Information
11.32.2 Tencent AI Agent Platforms Product Offered
11.32.3 Tencent AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.32.4 Tencent Main Business Overview
11.32.5 Tencent Latest Developments
11.33 iFlytek
11.33.1 iFlytek Company Information
11.33.2 iFlytek AI Agent Platforms Product Offered
11.33.3 iFlytek AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.33.4 iFlytek Main Business Overview
11.33.5 iFlytek Latest Developments
11.34 Huawei
11.34.1 Huawei Company Information
11.34.2 Huawei AI Agent Platforms Product Offered
11.34.3 Huawei AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.34.4 Huawei Main Business Overview
11.34.5 Huawei Latest Developments
11.35 China Mobile
11.35.1 China Mobile Company Information
11.35.2 China Mobile AI Agent Platforms Product Offered
11.35.3 China Mobile AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.35.4 China Mobile Main Business Overview
11.35.5 China Mobile Latest Developments
11.36 China Telecom
11.36.1 China Telecom Company Information
11.36.2 China Telecom AI Agent Platforms Product Offered
11.36.3 China Telecom AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.36.4 China Telecom Main Business Overview
11.36.5 China Telecom Latest Developments
11.37 JD
11.37.1 JD Company Information
11.37.2 JD AI Agent Platforms Product Offered
11.37.3 JD AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.37.4 JD Main Business Overview

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info@marketpublishers.com

11.37.5 JD Latest Developments
11.38 Beijing Kingsoft Office Software
11.38.1 Beijing Kingsoft Office Software Company Information
11.38.2 Beijing Kingsoft Office Software AI Agent Platforms Product Offered
11.38.3 Beijing Kingsoft Office Software AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.38.4 Beijing Kingsoft Office Software Main Business Overview
11.38.5 Beijing Kingsoft Office Software Latest Developments
11.39 Knowledge Atlas Technology
11.39.1 Knowledge Atlas Technology Company Information
11.39.2 Knowledge Atlas Technology AI Agent Platforms Product Offered
11.39.3 Knowledge Atlas Technology AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.39.4 Knowledge Atlas Technology Main Business Overview
11.39.5 Knowledge Atlas Technology Latest Developments
11.40 MiniMax
11.40.1 MiniMax Company Information
11.40.2 MiniMax AI Agent Platforms Product Offered
11.40.3 MiniMax AI Agent Platforms Revenue, Gross Margin and Market Share (2021-2026)
11.40.4 MiniMax Main Business Overview
11.40.5 MiniMax Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

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List Of Tables

LIST OF TABLES

Table 1. AI Agent Platforms Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. AI Agent Platforms Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Public Cloud SaaS
Table 4. Major Players of Private/On-premise Deployment
Table 5. Major Players of Edge/Endpoint Deployment
Table 6. AI Agent Platforms Market Size CAGR by Deployment (2021 VS 2025 VS 2032) & ($ millions)
Table 7. Global AI Agent Platforms Market Size by Deployment (2021-2026) & ($ millions)
Table 8. Global AI Agent Platforms Market Size Market Share by Deployment (2021-2026)
Table 9. Major Players of L0-L1 Low Autonomy
Table 10. Major Players of L2 Tool Invocation
Table 11. Major Players of L3 Multi-step Autonomy
Table 12. Major Players of L4 Multi-agent/Continuous Autonomy
Table 13. AI Agent Platforms Market Size CAGR by Autonomy Level (2021 VS 2025 VS 2032) & ($ millions)
Table 14. Global AI Agent Platforms Market Size by Autonomy Level (2021-2026) & ($ millions)
Table 15. Global AI Agent Platforms Market Size Market Share by Autonomy Level (2021-2026)
Table 16. Major Players of Conversational
Table 17. Major Players of Embedded Copilot
Table 18. Major Players of Event-driven
Table 19. Major Players of Others
Table 20. AI Agent Platforms Market Size CAGR by Interaction Pattern (2021 VS 2025 VS 2032) & ($ millions)
Table 21. Global AI Agent Platforms Market Size by Interaction Pattern (2021-2026) & ($ millions)
Table 22. Global AI Agent Platforms Market Size Market Share by Interaction Pattern (2021-2026)
Table 23. AI Agent Platforms Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)

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Table 24. Global AI Agent Platforms Market Size by Application (2021-2026) & ($ millions)
Table 25. Global AI Agent Platforms Market Size Market Share by Application (2021-2026)
Table 26. Global AI Agent Platforms Revenue by Player (2021-2026) & ($ millions)
Table 27. Global AI Agent Platforms Revenue Market Share by Player (2021-2026)
Table 28. AI Agent Platforms Key Players Head office and Products Offered
Table 29. AI Agent Platforms Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 30. New Products and Potential Entrants
Table 31. Mergers & Acquisitions, Expansion
Table 32. Global AI Agent Platforms Market Size by Region (2021-2026) & ($ millions)
Table 33. Global AI Agent Platforms Market Size Market Share by Region (2021-2026)
Table 34. Global AI Agent Platforms Revenue by Country/Region (2021-2026) & ($ millions)
Table 35. Global AI Agent Platforms Revenue Market Share by Country/Region (2021-2026)
Table 36. Americas AI Agent Platforms Market Size by Country (2021-2026) & ($ millions)
Table 37. Americas AI Agent Platforms Market Size Market Share by Country (2021-2026)
Table 38. Americas AI Agent Platforms Market Size by Deployment (2021-2026) & ($ millions)
Table 39. Americas AI Agent Platforms Market Size Market Share by Deployment (2021-2026)
Table 40. Americas AI Agent Platforms Market Size by Application (2021-2026) & ($ millions)
Table 41. Americas AI Agent Platforms Market Size Market Share by Application (2021-2026)
Table 42. APAC AI Agent Platforms Market Size by Region (2021-2026) & ($ millions)
Table 43. APAC AI Agent Platforms Market Size Market Share by Region (2021-2026)
Table 44. APAC AI Agent Platforms Market Size by Deployment (2021-2026) & ($ millions)
Table 45. APAC AI Agent Platforms Market Size by Application (2021-2026) & ($ millions)
Table 46. Europe AI Agent Platforms Market Size by Country (2021-2026) & ($ millions)
Table 47. Europe AI Agent Platforms Market Size Market Share by Country (2021-2026)
Table 48. Europe AI Agent Platforms Market Size by Deployment (2021-2026) & ($ millions)
Table 49. Europe AI Agent Platforms Market Size by Application (2021-2026) & ($

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millions)
Table 50. Middle East & Africa AI Agent Platforms Market Size by Region (2021-2026) & ($ millions)
Table 51. Middle East & Africa AI Agent Platforms Market Size by Deployment (2021-2026) & ($ millions)
Table 52. Middle East & Africa AI Agent Platforms Market Size by Application (2021-2026) & ($ millions)
Table 53. Key Market Drivers & Growth Opportunities of AI Agent Platforms
Table 54. Key Market Challenges & Risks of AI Agent Platforms
Table 55. Key Industry Trends of AI Agent Platforms
Table 56. Global AI Agent Platforms Market Size Forecast by Region (2027-2032) & ($ millions)
Table 57. Global AI Agent Platforms Market Size Market Share Forecast by Region (2027-2032)
Table 58. Global AI Agent Platforms Market Size Forecast by Deployment (2027-2032) & ($ millions)
Table 59. Global AI Agent Platforms Market Size Forecast by Application (2027-2032) & ($ millions)
Table 60. Microsoft Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 61. Microsoft AI Agent Platforms Product Offered
Table 62. Microsoft AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 63. Microsoft Main Business
Table 64. Microsoft Latest Developments
Table 65. Google Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 66. Google AI Agent Platforms Product Offered
Table 67. Google AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 68. Google Main Business
Table 69. Google Latest Developments
Table 70. ServiceNow Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 71. ServiceNow AI Agent Platforms Product Offered
Table 72. ServiceNow AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 73. ServiceNow Main Business
Table 74. ServiceNow Latest Developments

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Table 75. Anthropic Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 76. Anthropic AI Agent Platforms Product Offered
Table 77. Anthropic AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 78. Anthropic Main Business
Table 79. Anthropic Latest Developments
Table 80. SAP Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 81. SAP AI Agent Platforms Product Offered
Table 82. SAP AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 83. SAP Main Business
Table 84. SAP Latest Developments
Table 85. Amazon Web Services (AWS)? Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 86. Amazon Web Services (AWS)? AI Agent Platforms Product Offered
Table 87. Amazon Web Services (AWS)? AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 88. Amazon Web Services (AWS)? Main Business
Table 89. Amazon Web Services (AWS)? Latest Developments
Table 90. IBM Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 91. IBM AI Agent Platforms Product Offered
Table 92. IBM AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 93. IBM Main Business
Table 94. IBM Latest Developments
Table 95. OpenAI Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 96. OpenAI AI Agent Platforms Product Offered
Table 97. OpenAI AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 98. OpenAI Main Business
Table 99. OpenAI Latest Developments
Table 100. Oracle Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 101. Oracle AI Agent Platforms Product Offered
Table 102. Oracle AI Agent Platforms Revenue ($ million), Gross Margin and Market

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Share (2021-2026)
Table 103. Oracle Main Business
Table 104. Oracle Latest Developments
Table 105. Salesforce Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 106. Salesforce AI Agent Platforms Product Offered
Table 107. Salesforce AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 108. Salesforce Main Business
Table 109. Salesforce Latest Developments
Table 110. Aisera Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 111. Aisera AI Agent Platforms Product Offered
Table 112. Aisera AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 113. Aisera Main Business
Table 114. Aisera Latest Developments
Table 115. SoundHound Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 116. SoundHound AI Agent Platforms Product Offered
Table 117. SoundHound AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 118. SoundHound Main Business
Table 119. SoundHound Latest Developments
Table 120. Fujitsu Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 121. Fujitsu AI Agent Platforms Product Offered
Table 122. Fujitsu AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 123. Fujitsu Main Business
Table 124. Fujitsu Latest Developments
Table 125. Cognition Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 126. Cognition AI Agent Platforms Product Offered
Table 127. Cognition AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 128. Cognition Main Business
Table 129. Cognition Latest Developments
Table 130. UiPath? Details, Company Type, AI Agent Platforms Area Served and Its

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Competitors
Table 131. UiPath? AI Agent Platforms Product Offered
Table 132. UiPath? AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 133. UiPath? Main Business
Table 134. UiPath? Latest Developments
Table 135. Naver Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 136. Naver AI Agent Platforms Product Offered
Table 137. Naver AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 138. Naver Main Business
Table 139. Naver Latest Developments
Table 140. LangChain Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 141. LangChain AI Agent Platforms Product Offered
Table 142. LangChain AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 143. LangChain Main Business
Table 144. LangChain Latest Developments
Table 145. Kakao Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 146. Kakao AI Agent Platforms Product Offered
Table 147. Kakao AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 148. Kakao Main Business
Table 149. Kakao Latest Developments
Table 150. PKSHA Technology Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 151. PKSHA Technology AI Agent Platforms Product Offered
Table 152. PKSHA Technology AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 153. PKSHA Technology Main Business
Table 154. PKSHA Technology Latest Developments
Table 155. Voiceflow Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 156. Voiceflow AI Agent Platforms Product Offered
Table 157. Voiceflow AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)

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Table 158. Voiceflow Main Business
Table 159. Voiceflow Latest Developments
Table 160. Teneo.ai Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 161. Teneo.ai AI Agent Platforms Product Offered
Table 162. Teneo.ai AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 163. Teneo.ai Main Business
Table 164. Teneo.ai Latest Developments
Table 165. Mistral AI Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 166. Mistral AI AI Agent Platforms Product Offered
Table 167. Mistral AI AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 168. Mistral AI Main Business
Table 169. Mistral AI Latest Developments
Table 170. AirOps Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 171. AirOps AI Agent Platforms Product Offered
Table 172. AirOps AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 173. AirOps Main Business
Table 174. AirOps Latest Developments
Table 175. Sema4.ai Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 176. Sema4.ai AI Agent Platforms Product Offered
Table 177. Sema4.ai AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 178. Sema4.ai Main Business
Table 179. Sema4.ai Latest Developments
Table 180. Gumloop Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 181. Gumloop AI Agent Platforms Product Offered
Table 182. Gumloop AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 183. Gumloop Main Business
Table 184. Gumloop Latest Developments
Table 185. Stack AI Details, Company Type, AI Agent Platforms Area Served and Its Competitors

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Table 186. Stack AI AI Agent Platforms Product Offered
Table 187. Stack AI AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 188. Stack AI Main Business
Table 189. Stack AI Latest Developments
Table 190. Relay.app Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 191. Relay.app AI Agent Platforms Product Offered
Table 192. Relay.app AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 193. Relay.app Main Business
Table 194. Relay.app Latest Developments
Table 195. CrewAI Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 196. CrewAI AI Agent Platforms Product Offered
Table 197. CrewAI AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 198. CrewAI Main Business
Table 199. CrewAI Latest Developments
Table 200. Alibaba Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 201. Alibaba AI Agent Platforms Product Offered
Table 202. Alibaba AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 203. Alibaba Main Business
Table 204. Alibaba Latest Developments
Table 205. Baidu Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 206. Baidu AI Agent Platforms Product Offered
Table 207. Baidu AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 208. Baidu Main Business
Table 209. Baidu Latest Developments
Table 210. ByteDance Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 211. ByteDance AI Agent Platforms Product Offered
Table 212. ByteDance AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 213. ByteDance Main Business

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Table 214. ByteDance Latest Developments
Table 215. Tencent Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 216. Tencent AI Agent Platforms Product Offered
Table 217. Tencent AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 218. Tencent Main Business
Table 219. Tencent Latest Developments
Table 220. iFlytek Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 221. iFlytek AI Agent Platforms Product Offered
Table 222. iFlytek AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 223. iFlytek Main Business
Table 224. iFlytek Latest Developments
Table 225. Huawei Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 226. Huawei AI Agent Platforms Product Offered
Table 227. Huawei AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 228. Huawei Main Business
Table 229. Huawei Latest Developments
Table 230. China Mobile Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 231. China Mobile AI Agent Platforms Product Offered
Table 232. China Mobile AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 233. China Mobile Main Business
Table 234. China Mobile Latest Developments
Table 235. China Telecom Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 236. China Telecom AI Agent Platforms Product Offered
Table 237. China Telecom AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 238. China Telecom Main Business
Table 239. China Telecom Latest Developments
Table 240. JD Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 241. JD AI Agent Platforms Product Offered

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Table 242. JD AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 243. JD Main Business
Table 244. JD Latest Developments
Table 245. Beijing Kingsoft Office Software Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 246. Beijing Kingsoft Office Software AI Agent Platforms Product Offered
Table 247. Beijing Kingsoft Office Software AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 248. Beijing Kingsoft Office Software Main Business
Table 249. Beijing Kingsoft Office Software Latest Developments
Table 250. Knowledge Atlas Technology Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 251. Knowledge Atlas Technology AI Agent Platforms Product Offered
Table 252. Knowledge Atlas Technology AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 253. Knowledge Atlas Technology Main Business
Table 254. Knowledge Atlas Technology Latest Developments
Table 255. MiniMax Details, Company Type, AI Agent Platforms Area Served and Its Competitors
Table 256. MiniMax AI Agent Platforms Product Offered
Table 257. MiniMax AI Agent Platforms Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 258. MiniMax Main Business
Table 259. MiniMax Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. AI Agent Platforms Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global AI Agent Platforms Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. AI Agent Platforms Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. AI Agent Platforms Sales Market Share by Country/Region (2025)
Figure 8. AI Agent Platforms Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global AI Agent Platforms Market Size Market Share by Deployment in 2025
Figure 10. Global AI Agent Platforms Market Size Market Share by Autonomy Level in 2025
Figure 11. Global AI Agent Platforms Market Size Market Share by Interaction Pattern in 2025
Figure 12. AI Agent Platforms in General Intelligent Agent
Figure 13. Global AI Agent Platforms Market: General Intelligent Agent (2021-2026) & ($ millions)
Figure 14. AI Agent Platforms in Office and Collaboration
Figure 15. Global AI Agent Platforms Market: Office and Collaboration (2021-2026) & ($ millions)
Figure 16. AI Agent Platforms in Software Development
Figure 17. Global AI Agent Platforms Market: Software Development (2021-2026) & ($ millions)
Figure 18. AI Agent Platforms in Customer Service
Figure 19. Global AI Agent Platforms Market: Customer Service (2021-2026) & ($ millions)
Figure 20. AI Agent Platforms in Sales and Marketing
Figure 21. Global AI Agent Platforms Market: Sales and Marketing (2021-2026) & ($ millions)
Figure 22. AI Agent Platforms in Data Analysis and BI
Figure 23. Global AI Agent Platforms Market: Data Analysis and BI (2021-2026) & ($ millions)
Figure 24. AI Agent Platforms in IT Operation and Cybersecurity
Figure 25. Global AI Agent Platforms Market: IT Operation and Cybersecurity

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(2021-2026) & ($ millions)
Figure 26. AI Agent Platforms in E-commerce and Retail
Figure 27. Global AI Agent Platforms Market: E-commerce and Retail (2021-2026) & ($ millions)
Figure 28. AI Agent Platforms in Finance
Figure 29. Global AI Agent Platforms Market: Finance (2021-2026) & ($ millions)
Figure 30. Global AI Agent Platforms Market Size Market Share by Application in 2025
Figure 31. Global AI Agent Platforms Revenue Market Share by Player in 2025
Figure 32. Global AI Agent Platforms Market Size Market Share by Region (2021-2026)
Figure 33. Americas AI Agent Platforms Market Size 2021-2026 ($ millions)
Figure 34. APAC AI Agent Platforms Market Size 2021-2026 ($ millions)
Figure 35. Europe AI Agent Platforms Market Size 2021-2026 ($ millions)
Figure 36. Middle East & Africa AI Agent Platforms Market Size 2021-2026 ($ millions)
Figure 37. Americas AI Agent Platforms Value Market Share by Country in 2025
Figure 38. United States AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 39. Canada AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 40. Mexico AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 41. Brazil AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 42. APAC AI Agent Platforms Market Size Market Share by Region in 2025
Figure 43. APAC AI Agent Platforms Market Size Market Share by Deployment (2021-2026)
Figure 44. APAC AI Agent Platforms Market Size Market Share by Application (2021-2026)
Figure 45. China AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 46. Japan AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 47. South Korea AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 48. Southeast Asia AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 49. India AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 50. Australia AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 51. Europe AI Agent Platforms Market Size Market Share by Country in 2025
Figure 52. Europe AI Agent Platforms Market Size Market Share by Deployment (2021-2026)
Figure 53. Europe AI Agent Platforms Market Size Market Share by Application (2021-2026)
Figure 54. Germany AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 55. France AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 56. UK AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 57. Italy AI Agent Platforms Market Size Growth 2021-2026 ($ millions)

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Figure 58. Russia AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 59. Middle East & Africa AI Agent Platforms Market Size Market Share by Region (2021-2026)
Figure 60. Middle East & Africa AI Agent Platforms Market Size Market Share by Deployment (2021-2026)
Figure 61. Middle East & Africa AI Agent Platforms Market Size Market Share by Application (2021-2026)
Figure 62. Egypt AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 63. South Africa AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 64. Israel AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 65. Turkey AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 66. GCC Countries AI Agent Platforms Market Size Growth 2021-2026 ($ millions)
Figure 67. Americas AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 68. APAC AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 69. Europe AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 70. Middle East & Africa AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 71. United States AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 72. Canada AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 73. Mexico AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 74. Brazil AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 75. China AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 76. Japan AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 77. Korea AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 78. Southeast Asia AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 79. India AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 80. Australia AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 81. Germany AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 82. France AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 83. UK AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 84. Italy AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 85. Russia AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 86. Egypt AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 87. South Africa AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 88. Israel AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 89. Turkey AI Agent Platforms Market Size 2027-2032 ($ millions)
Figure 90. Global AI Agent Platforms Market Size Market Share Forecast by Deployment (2027-2032)
Figure 91. Global AI Agent Platforms Market Size Market Share Forecast by Application

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(2027-2032)

Figure 92. GCC Countries AI Agent Platforms Market Size 2027-2032 ($ millions)

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