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Global AI Agents in Customer Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI Agents in Customer Service market size is predicted to grow from US$ 3609 million in 2025 to US$ 32310 million in 2032; it is expected to grow at a CAGR of 37.5% from 2026 to 2032.

In this report, AI Agents in Customer Service refers to customer service applications that use an agentic architecture on top of AI foundation models to emulate human support representatives. These agents engage with users over voice or text, continuously track intent across turns, and autonomously handle queries, troubleshooting, transactions, and other service needs. Beyond conversational responses, they can orchestrate actions by calling external tools and enterprise systems such as CRMs, ticketing platforms, and line-of-business applications, turning “understanding and replying” into “understanding, deciding, acting, and being observable.” Conceptually, they can be thought of as:

AI agent CS ? traditional intelligent CS ? (stronger perception + longer-term memory) + (decision-making + execution + observability.

The term intelligent customer service is used as an umbrella for all AI-enabled service systems, whereas AI agent–based customer service represents the more advanced generation.

United States market for AI Agents in Customer Service is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AI Agents in Customer Service is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

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Europe market for AI Agents in Customer Service is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key AI Agents in Customer Service players cover Baidu AI Cloud, Alibaba Cloud, iFLYTEK, Tencent Cloud, DeepSeek, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global AI Agents in Customer Service 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 Agents in Customer Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global AI Agents in Customer Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Agents in Customer Service and breaks down the forecast by Type, 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 Agents in Customer Service.

This report presents a comprehensive overview, market shares, and growth opportunities of AI Agents in Customer Service market by product type, application, key players and key regions and countries.

Market Segmentation

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Segmentation by Type:

Model Layer

Platform Layer

Application Layer

Segmentation by Function:

Interactive Response Type

Business Support Type

User Operations Type

Cross-Channel Integration Type

Segmentation by Business Model:

Saas Subscription Model

Customized Solutions

Hybrid Model

Platform and Ecosystem Model

Segmentation by Application:

Internet

Finance

Telecommunications

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- Healthcare
- Education
- Other

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

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- UK
- Italy
- Russia

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.

- Baidu AI Cloud
- Alibaba Cloud
- iFLYTEK
- Tencent Cloud
- DeepSeek
- Zhipu AI
- China Telecom
- China Mobile

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China Unicom

OpenAI

Google

Anthropic

Meta

Volcengine

Huawei Cloud

Dify

Ant Group

Salesforce

Zendesk

Microsoft

C3.ai

Cognigy

DevRev

Parloa

Voiceflow

HOLLYCRM

Zhongguancun Kejin

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Tianrun Rongtong

NetEase Cloud Commerce

Lingyang

Hopeing Technology

AWS

Freshworks

IBM

DigitalGenius

Haptik

eGain

Intercom

LiveAgent

CRESCENDO

Decagon

Gradient Labs

Maven AGI

SIERRA

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