

Global AI Customer Analytics Software Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GF52B2A948DDEN.html>

Date: October 2026

Pages: 134

Price: US\$ 3,660.00 (Single User License)

ID: GF52B2A948DDEN

Abstracts

The global AI Customer Analytics Software market size is predicted to grow from US\$ 442 million in 2025 to US\$ 778 million in 2032; it is expected to grow at a CAGR of 8.4% from 2026 to 2032.

AI customer analytics software refers to systems that utilize machine learning, deep learning, natural language processing, predictive analytics, and data mining technologies to integrate and analyze multi-source data—such as customer behavior, transaction records, browsing paths, interaction data, social feedback, membership information, and marketing touchpoints. This software enables enterprises to build customer personas, segment audiences, predict purchase intent, assess customer lifetime value, identify churn risks, optimize recommendation strategies, and boost marketing conversion rates. Its core objective is to transform fragmented customer data into actionable business insights, supporting precision marketing, customer operations, product optimization, sales management, and enhanced customer experiences; it is widely applied across sectors such as retail, e-commerce, finance, telecommunications, the internet, travel, automotive, consumer goods, and enterprise services.

The global landscape of AI Customer Analytics Software is characterized by a mature and leading North American market, a European market focused on compliance-driven development, and rapid growth in the Asia-Pacific region. North American enterprises possess robust foundations in digital marketing, CRM, and data platforms, with demand concentrated on customer lifetime value prediction, personalized recommendations, churn early warning systems, marketing automation, and omnichannel customer insights. The European market places greater emphasis on data privacy, user consent, compliant marketing, and the transparent application of algorithms. Meanwhile, the Asia-Pacific region is experiencing rapid growth driven by e-commerce, mobile payments,

internet platforms, fintech, and the digital operations of brands. The market is currently transitioning from traditional reporting-based customer analysis to real-time, predictive, and generative AI-assisted analysis, with a growing focus on data integration, marketing conversion rates, customer retention, user experience, and return on investment (ROI). Future trends include real-time customer profiling, AI-driven "Next Best Action" recommendations, cross-channel attribution analysis, generative AI-generated marketing insights, automated customer journey optimization, and the integration of privacy-preserving computing. Key challenges include data silos, poor customer data quality, pressure regarding privacy compliance, algorithmic bias, complex system integration, and a shortage of data talent within enterprises. The industry's average gross margin typically ranges from 55% to 80%; standardized SaaS and subscription-based software command higher margins, whereas on-premise deployments, custom development, and data governance projects yield relatively lower margins.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Customer Analytics Software 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 Customer Analytics Software.

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

Segmentation by Type:

Customer Profiling Software

Customer Lifetime Value Analysis Software

Customer Churn Prediction Software

Customer Behavior and Preference Analysis Software

Others

Segmentation by Customer Records:

Under 1 Million Customer Records

1 Million – 100 Million Customer Records

Over 100 Million Customer Records

Segmentation by Application:

Precision Marketing

Personalized Recommendations

Customer Retention

Customer Experience Optimization

Others

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

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.

Salesforce, Inc.

Adobe Inc.

SAP SE

Oracle Corporation

SAS Institute Inc.

IBM Corporation

Microsoft Corporation

NICE Ltd.

Verint Systems Inc.

Qualtrics International Inc.

Medallia, Inc.

Amplitude, Inc.

Mixpanel, Inc.

Contentsquare SAS

Beijing Sensors Data Technology

GrowingIO Technology

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 Customer Analytics Software Market Size (2021-2032)
 - 2.1.2 AI Customer Analytics Software Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for AI Customer Analytics Software by Country/Region (2021, 2025 & 2032)
- 2.2 AI Customer Analytics Software Segment by Type
 - 2.2.1 Customer Profiling Software
 - 2.2.2 Customer Lifetime Value Analysis Software
 - 2.2.3 Customer Churn Prediction Software
 - 2.2.4 Customer Behavior and Preference Analysis Software
 - 2.2.5 Others
 - 2.2.6 AI Customer Analytics Software Market Size by Type
 - 2.2.6.1 AI Customer Analytics Software Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.6.2 Global AI Customer Analytics Software Market Size Market Share by Type (2021-2026)
- 2.3 AI Customer Analytics Software Segment by Customer Records
 - 2.3.1 Under 1 Million Customer Records
 - 2.3.2 1 Million – 100 Million Customer Records
 - 2.3.3 Over 100 Million Customer Records
 - 2.3.4 AI Customer Analytics Software Market Size by Customer Records
 - 2.3.4.1 AI Customer Analytics Software Market Size CAGR by Customer Records (2021 VS 2025 VS 2032)

2.3.4.2 Global AI Customer Analytics Software Market Size Market Share by Customer Records (2021-2026)

2.4 AI Customer Analytics Software Segment by Application

2.4.1 Precision Marketing

2.4.2 Personalized Recommendations

2.4.3 Customer Retention

2.4.4 Customer Experience Optimization

2.4.5 Others

2.4.6 AI Customer Analytics Software Market Size by Application

2.4.6.1 AI Customer Analytics Software Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.4.6.2 Global AI Customer Analytics Software Market Size Market Share by Application (2021-2026)

3 AI CUSTOMER ANALYTICS SOFTWARE MARKET SIZE BY PLAYER

3.1 AI Customer Analytics Software Market Size Market Share by Player

3.1.1 Global AI Customer Analytics Software Revenue by Player (2021-2026)

3.1.2 Global AI Customer Analytics Software Revenue Market Share by Player (2021-2026)

3.2 Global AI Customer Analytics Software 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 CUSTOMER ANALYTICS SOFTWARE BY REGION

4.1 AI Customer Analytics Software Market Size by Region (2021-2026)

4.2 Global AI Customer Analytics Software Annual Revenue by Country/Region (2021-2026)

4.3 Americas AI Customer Analytics Software Market Size Growth (2021-2026)

4.4 APAC AI Customer Analytics Software Market Size Growth (2021-2026)

4.5 Europe AI Customer Analytics Software Market Size Growth (2021-2026)

4.6 Middle East & Africa AI Customer Analytics Software Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas AI Customer Analytics Software Market Size by Country (2021-2026)
- 5.2 Americas AI Customer Analytics Software Market Size by Type (2021-2026)
- 5.3 Americas AI Customer Analytics Software 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 Customer Analytics Software Market Size by Region (2021-2026)
- 6.2 APAC AI Customer Analytics Software Market Size by Type (2021-2026)
- 6.3 APAC AI Customer Analytics Software 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 Customer Analytics Software Market Size by Country (2021-2026)
- 7.2 Europe AI Customer Analytics Software Market Size by Type (2021-2026)
- 7.3 Europe AI Customer Analytics Software Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa AI Customer Analytics Software by Region (2021-2026)
- 8.2 Middle East & Africa AI Customer Analytics Software Market Size by Type (2021-2026)
- 8.3 Middle East & Africa AI Customer Analytics Software 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 CUSTOMER ANALYTICS SOFTWARE MARKET FORECAST

10.1 Global AI Customer Analytics Software Forecast by Region (2027-2032)

10.1.1 Global AI Customer Analytics Software Forecast by Region (2027-2032)

10.1.2 Americas AI Customer Analytics Software Forecast

10.1.3 APAC AI Customer Analytics Software Forecast

10.1.4 Europe AI Customer Analytics Software Forecast

10.1.5 Middle East & Africa AI Customer Analytics Software Forecast

10.2 Americas AI Customer Analytics Software Forecast by Country (2027-2032)

10.2.1 United States Market AI Customer Analytics Software Forecast

10.2.2 Canada Market AI Customer Analytics Software Forecast

10.2.3 Mexico Market AI Customer Analytics Software Forecast

10.2.4 Brazil Market AI Customer Analytics Software Forecast

10.3 APAC AI Customer Analytics Software Forecast by Region (2027-2032)

10.3.1 China AI Customer Analytics Software Market Forecast

10.3.2 Japan Market AI Customer Analytics Software Forecast

10.3.3 Korea Market AI Customer Analytics Software Forecast

10.3.4 Southeast Asia Market AI Customer Analytics Software Forecast

10.3.5 India Market AI Customer Analytics Software Forecast

10.3.6 Australia Market AI Customer Analytics Software Forecast

10.4 Europe AI Customer Analytics Software Forecast by Country (2027-2032)

10.4.1 Germany Market AI Customer Analytics Software Forecast

10.4.2 France Market AI Customer Analytics Software Forecast

10.4.3 UK Market AI Customer Analytics Software Forecast

10.4.4 Italy Market AI Customer Analytics Software Forecast

10.4.5 Russia Market AI Customer Analytics Software Forecast

10.5 Middle East & Africa AI Customer Analytics Software Forecast by Region (2027-2032)

10.5.1 Egypt Market AI Customer Analytics Software Forecast

10.5.2 South Africa Market AI Customer Analytics Software Forecast

10.5.3 Israel Market AI Customer Analytics Software Forecast

10.5.4 Turkey Market AI Customer Analytics Software Forecast

10.6 Global AI Customer Analytics Software Forecast by Type (2027-2032)

10.7 Global AI Customer Analytics Software Forecast by Application (2027-2032)

10.7.1 GCC Countries Market AI Customer Analytics Software Forecast

11 KEY PLAYERS ANALYSIS

11.1 Salesforce, Inc.

11.1.1 Salesforce, Inc. Company Information

11.1.2 Salesforce, Inc. AI Customer Analytics Software Product Offered

11.1.3 Salesforce, Inc. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Salesforce, Inc. Main Business Overview

11.1.5 Salesforce, Inc. Latest Developments

11.2 Adobe Inc.

11.2.1 Adobe Inc. Company Information

11.2.2 Adobe Inc. AI Customer Analytics Software Product Offered

11.2.3 Adobe Inc. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Adobe Inc. Main Business Overview

11.2.5 Adobe Inc. Latest Developments

11.3 SAP SE

11.3.1 SAP SE Company Information

11.3.2 SAP SE AI Customer Analytics Software Product Offered

11.3.3 SAP SE AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 SAP SE Main Business Overview

11.3.5 SAP SE Latest Developments

11.4 Oracle Corporation

11.4.1 Oracle Corporation Company Information

11.4.2 Oracle Corporation AI Customer Analytics Software Product Offered

11.4.3 Oracle Corporation AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Oracle Corporation Main Business Overview

- 11.4.5 Oracle Corporation Latest Developments
- 11.5 SAS Institute Inc.
 - 11.5.1 SAS Institute Inc. Company Information
 - 11.5.2 SAS Institute Inc. AI Customer Analytics Software Product Offered
 - 11.5.3 SAS Institute Inc. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.5.4 SAS Institute Inc. Main Business Overview
 - 11.5.5 SAS Institute Inc. Latest Developments
- 11.6 IBM Corporation
 - 11.6.1 IBM Corporation Company Information
 - 11.6.2 IBM Corporation AI Customer Analytics Software Product Offered
 - 11.6.3 IBM Corporation AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.6.4 IBM Corporation Main Business Overview
 - 11.6.5 IBM Corporation Latest Developments
- 11.7 Microsoft Corporation
 - 11.7.1 Microsoft Corporation Company Information
 - 11.7.2 Microsoft Corporation AI Customer Analytics Software Product Offered
 - 11.7.3 Microsoft Corporation AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Microsoft Corporation Main Business Overview
 - 11.7.5 Microsoft Corporation Latest Developments
- 11.8 NICE Ltd.
 - 11.8.1 NICE Ltd. Company Information
 - 11.8.2 NICE Ltd. AI Customer Analytics Software Product Offered
 - 11.8.3 NICE Ltd. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 NICE Ltd. Main Business Overview
 - 11.8.5 NICE Ltd. Latest Developments
- 11.9 Verint Systems Inc.
 - 11.9.1 Verint Systems Inc. Company Information
 - 11.9.2 Verint Systems Inc. AI Customer Analytics Software Product Offered
 - 11.9.3 Verint Systems Inc. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 Verint Systems Inc. Main Business Overview
 - 11.9.5 Verint Systems Inc. Latest Developments
- 11.10 Qualtrics International Inc.
 - 11.10.1 Qualtrics International Inc. Company Information
 - 11.10.2 Qualtrics International Inc. AI Customer Analytics Software Product Offered

11.10.3 Qualtrics International Inc. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Qualtrics International Inc. Main Business Overview

11.10.5 Qualtrics International Inc. Latest Developments

11.11 Medallia, Inc.

11.11.1 Medallia, Inc. Company Information

11.11.2 Medallia, Inc. AI Customer Analytics Software Product Offered

11.11.3 Medallia, Inc. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Medallia, Inc. Main Business Overview

11.11.5 Medallia, Inc. Latest Developments

11.12 Amplitude, Inc.

11.12.1 Amplitude, Inc. Company Information

11.12.2 Amplitude, Inc. AI Customer Analytics Software Product Offered

11.12.3 Amplitude, Inc. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 Amplitude, Inc. Main Business Overview

11.12.5 Amplitude, Inc. Latest Developments

11.13 Mixpanel, Inc.

11.13.1 Mixpanel, Inc. Company Information

11.13.2 Mixpanel, Inc. AI Customer Analytics Software Product Offered

11.13.3 Mixpanel, Inc. AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.13.4 Mixpanel, Inc. Main Business Overview

11.13.5 Mixpanel, Inc. Latest Developments

11.14 Contentsquare SAS

11.14.1 Contentsquare SAS Company Information

11.14.2 Contentsquare SAS AI Customer Analytics Software Product Offered

11.14.3 Contentsquare SAS AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.14.4 Contentsquare SAS Main Business Overview

11.14.5 Contentsquare SAS Latest Developments

11.15 Beijing Sensors Data Technology

11.15.1 Beijing Sensors Data Technology Company Information

11.15.2 Beijing Sensors Data Technology AI Customer Analytics Software Product Offered

11.15.3 Beijing Sensors Data Technology AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.15.4 Beijing Sensors Data Technology Main Business Overview

11.15.5 Beijing Sensors Data Technology Latest Developments

11.16 GrowingIO Technology

11.16.1 GrowingIO Technology Company Information

11.16.2 GrowingIO Technology AI Customer Analytics Software Product Offered

11.16.3 GrowingIO Technology AI Customer Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.16.4 GrowingIO Technology Main Business Overview

11.16.5 GrowingIO Technology Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. AI Customer Analytics Software Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. AI Customer Analytics Software Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Customer Profiling Software

Table 4. Major Players of Customer Lifetime Value Analysis Software

Table 5. Major Players of Customer Churn Prediction Software

Table 6. Major Players of Customer Behavior and Preference Analysis Software

Table 7. Major Players of Others

Table 8. AI Customer Analytics Software Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 9. Global AI Customer Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 10. Global AI Customer Analytics Software Market Size Market Share by Type (2021-2026)

Table 11. Major Players of Under 1 Million Customer Records

Table 12. Major Players of 1 Million – 100 Million Customer Records

Table 13. Major Players of Over 100 Million Customer Records

Table 14. AI Customer Analytics Software Market Size CAGR by Customer Records (2021 VS 2025 VS 2032) & (\$ millions)

Table 15. Global AI Customer Analytics Software Market Size by Customer Records (2021-2026) & (\$ millions)

Table 16. Global AI Customer Analytics Software Market Size Market Share by Customer Records (2021-2026)

Table 17. AI Customer Analytics Software Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 18. Global AI Customer Analytics Software Market Size by Application (2021-2026) & (\$ millions)

Table 19. Global AI Customer Analytics Software Market Size Market Share by Application (2021-2026)

Table 20. Global AI Customer Analytics Software Revenue by Player (2021-2026) & (\$ millions)

Table 21. Global AI Customer Analytics Software Revenue Market Share by Player (2021-2026)

Table 22. AI Customer Analytics Software Key Players Head office and Products

Offered

Table 23. AI Customer Analytics Software Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 24. New Products and Potential Entrants

Table 25. Mergers & Acquisitions, Expansion

Table 26. Global AI Customer Analytics Software Market Size by Region (2021-2026) & (\$ millions)

Table 27. Global AI Customer Analytics Software Market Size Market Share by Region (2021-2026)

Table 28. Global AI Customer Analytics Software Revenue by Country/Region (2021-2026) & (\$ millions)

Table 29. Global AI Customer Analytics Software Revenue Market Share by Country/Region (2021-2026)

Table 30. Americas AI Customer Analytics Software Market Size by Country (2021-2026) & (\$ millions)

Table 31. Americas AI Customer Analytics Software Market Size Market Share by Country (2021-2026)

Table 32. Americas AI Customer Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 33. Americas AI Customer Analytics Software Market Size Market Share by Type (2021-2026)

Table 34. Americas AI Customer Analytics Software Market Size by Application (2021-2026) & (\$ millions)

Table 35. Americas AI Customer Analytics Software Market Size Market Share by Application (2021-2026)

Table 36. APAC AI Customer Analytics Software Market Size by Region (2021-2026) & (\$ millions)

Table 37. APAC AI Customer Analytics Software Market Size Market Share by Region (2021-2026)

Table 38. APAC AI Customer Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 39. APAC AI Customer Analytics Software Market Size by Application (2021-2026) & (\$ millions)

Table 40. Europe AI Customer Analytics Software Market Size by Country (2021-2026) & (\$ millions)

Table 41. Europe AI Customer Analytics Software Market Size Market Share by Country (2021-2026)

Table 42. Europe AI Customer Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 43. Europe AI Customer Analytics Software Market Size by Application
(2021-2026) & (\$ millions)

Table 44. Middle East & Africa AI Customer Analytics Software Market Size by Region
(2021-2026) & (\$ millions)

Table 45. Middle East & Africa AI Customer Analytics Software Market Size by Type
(2021-2026) & (\$ millions)

Table 46. Middle East & Africa AI Customer Analytics Software Market Size by
Application (2021-2026) & (\$ millions)

Table 47. Key Market Drivers & Growth Opportunities of AI Customer Analytics
Software

Table 48. Key Market Challenges & Risks of AI Customer Analytics Software

Table 49. Key Industry Trends of AI Customer Analytics Software

Table 50. Global AI Customer Analytics Software Market Size Forecast by Region
(2027-2032) & (\$ millions)

Table 51. Global AI Customer Analytics Software Market Size Market Share Forecast
by Region (2027-2032)

Table 52. Global AI Customer Analytics Software Market Size Forecast by Type
(2027-2032) & (\$ millions)

Table 53. Global AI Customer Analytics Software Market Size Forecast by Application
(2027-2032) & (\$ millions)

Table 54. Salesforce, Inc. Details, Company Type, AI Customer Analytics Software
Area Served and Its Competitors

Table 55. Salesforce, Inc. AI Customer Analytics Software Product Offered

Table 56. Salesforce, Inc. AI Customer Analytics Software Revenue (\$ million), Gross
Margin and Market Share (2021-2026)

Table 57. Salesforce, Inc. Main Business

Table 58. Salesforce, Inc. Latest Developments

Table 59. Adobe Inc. Details, Company Type, AI Customer Analytics Software Area
Served and Its Competitors

Table 60. Adobe Inc. AI Customer Analytics Software Product Offered

Table 61. Adobe Inc. AI Customer Analytics Software Revenue (\$ million), Gross
Margin and Market Share (2021-2026)

Table 62. Adobe Inc. Main Business

Table 63. Adobe Inc. Latest Developments

Table 64. SAP SE Details, Company Type, AI Customer Analytics Software Area
Served and Its Competitors

Table 65. SAP SE AI Customer Analytics Software Product Offered

Table 66. SAP SE AI Customer Analytics Software Revenue (\$ million), Gross Margin
and Market Share (2021-2026)

Table 67. SAP SE Main Business

Table 68. SAP SE Latest Developments

Table 69. Oracle Corporation Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors

Table 70. Oracle Corporation AI Customer Analytics Software Product Offered

Table 71. Oracle Corporation AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 72. Oracle Corporation Main Business

Table 73. Oracle Corporation Latest Developments

Table 74. SAS Institute Inc. Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors

Table 75. SAS Institute Inc. AI Customer Analytics Software Product Offered

Table 76. SAS Institute Inc. AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 77. SAS Institute Inc. Main Business

Table 78. SAS Institute Inc. Latest Developments

Table 79. IBM Corporation Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors

Table 80. IBM Corporation AI Customer Analytics Software Product Offered

Table 81. IBM Corporation AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 82. IBM Corporation Main Business

Table 83. IBM Corporation Latest Developments

Table 84. Microsoft Corporation Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors

Table 85. Microsoft Corporation AI Customer Analytics Software Product Offered

Table 86. Microsoft Corporation AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 87. Microsoft Corporation Main Business

Table 88. Microsoft Corporation Latest Developments

Table 89. NICE Ltd. Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors

Table 90. NICE Ltd. AI Customer Analytics Software Product Offered

Table 91. NICE Ltd. AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 92. NICE Ltd. Main Business

Table 93. NICE Ltd. Latest Developments

Table 94. Verint Systems Inc. Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors

Table 95. Verint Systems Inc. AI Customer Analytics Software Product Offered
Table 96. Verint Systems Inc. AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 97. Verint Systems Inc. Main Business
Table 98. Verint Systems Inc. Latest Developments
Table 99. Qualtrics International Inc. Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors
Table 100. Qualtrics International Inc. AI Customer Analytics Software Product Offered
Table 101. Qualtrics International Inc. AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 102. Qualtrics International Inc. Main Business
Table 103. Qualtrics International Inc. Latest Developments
Table 104. Medallia, Inc. Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors
Table 105. Medallia, Inc. AI Customer Analytics Software Product Offered
Table 106. Medallia, Inc. AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 107. Medallia, Inc. Main Business
Table 108. Medallia, Inc. Latest Developments
Table 109. Amplitude, Inc. Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors
Table 110. Amplitude, Inc. AI Customer Analytics Software Product Offered
Table 111. Amplitude, Inc. AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 112. Amplitude, Inc. Main Business
Table 113. Amplitude, Inc. Latest Developments
Table 114. Mixpanel, Inc. Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors
Table 115. Mixpanel, Inc. AI Customer Analytics Software Product Offered
Table 116. Mixpanel, Inc. AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 117. Mixpanel, Inc. Main Business
Table 118. Mixpanel, Inc. Latest Developments
Table 119. Contentsquare SAS Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors
Table 120. Contentsquare SAS AI Customer Analytics Software Product Offered
Table 121. Contentsquare SAS AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 122. Contentsquare SAS Main Business

Table 123. Contentsquare SAS Latest Developments

Table 124. Beijing Sensors Data Technology Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors

Table 125. Beijing Sensors Data Technology AI Customer Analytics Software Product Offered

Table 126. Beijing Sensors Data Technology AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 127. Beijing Sensors Data Technology Main Business

Table 128. Beijing Sensors Data Technology Latest Developments

Table 129. GrowingIO Technology Details, Company Type, AI Customer Analytics Software Area Served and Its Competitors

Table 130. GrowingIO Technology AI Customer Analytics Software Product Offered

Table 131. GrowingIO Technology AI Customer Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 132. GrowingIO Technology Main Business

Table 133. GrowingIO Technology Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. AI Customer Analytics Software Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global AI Customer Analytics Software Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. AI Customer Analytics Software Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. AI Customer Analytics Software Sales Market Share by Country/Region (2025)

Figure 8. AI Customer Analytics Software Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global AI Customer Analytics Software Market Size Market Share by Type in 2025

Figure 10. Global AI Customer Analytics Software Market Size Market Share by Customer Records in 2025

Figure 11. AI Customer Analytics Software in Precision Marketing

Figure 12. Global AI Customer Analytics Software Market: Precision Marketing (2021-2026) & (\$ millions)

Figure 13. AI Customer Analytics Software in Personalized Recommendations

Figure 14. Global AI Customer Analytics Software Market: Personalized Recommendations (2021-2026) & (\$ millions)

Figure 15. AI Customer Analytics Software in Customer Retention

Figure 16. Global AI Customer Analytics Software Market: Customer Retention (2021-2026) & (\$ millions)

Figure 17. AI Customer Analytics Software in Customer Experience Optimization

Figure 18. Global AI Customer Analytics Software Market: Customer Experience Optimization (2021-2026) & (\$ millions)

Figure 19. AI Customer Analytics Software in Others

Figure 20. Global AI Customer Analytics Software Market: Others (2021-2026) & (\$ millions)

Figure 21. Global AI Customer Analytics Software Market Size Market Share by Application in 2025

Figure 22. Global AI Customer Analytics Software Revenue Market Share by Player in 2025

Figure 23. Global AI Customer Analytics Software Market Size Market Share by Region (2021-2026)

Figure 24. Americas AI Customer Analytics Software Market Size 2021-2026 (\$ millions)

Figure 25. APAC AI Customer Analytics Software Market Size 2021-2026 (\$ millions)

Figure 26. Europe AI Customer Analytics Software Market Size 2021-2026 (\$ millions)

Figure 27. Middle East & Africa AI Customer Analytics Software Market Size 2021-2026 (\$ millions)

Figure 28. Americas AI Customer Analytics Software Value Market Share by Country in 2025

Figure 29. United States AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 30. Canada AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 31. Mexico AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 32. Brazil AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 33. APAC AI Customer Analytics Software Market Size Market Share by Region in 2025

Figure 34. APAC AI Customer Analytics Software Market Size Market Share by Type (2021-2026)

Figure 35. APAC AI Customer Analytics Software Market Size Market Share by Application (2021-2026)

Figure 36. China AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 37. Japan AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 38. South Korea AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 39. Southeast Asia AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 40. India AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 41. Australia AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 42. Europe AI Customer Analytics Software Market Size Market Share by Country in 2025

Figure 43. Europe AI Customer Analytics Software Market Size Market Share by Type

(2021-2026)

Figure 44. Europe AI Customer Analytics Software Market Size Market Share by Application (2021-2026)

Figure 45. Germany AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 46. France AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 47. UK AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 48. Italy AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 49. Russia AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 50. Middle East & Africa AI Customer Analytics Software Market Size Market Share by Region (2021-2026)

Figure 51. Middle East & Africa AI Customer Analytics Software Market Size Market Share by Type (2021-2026)

Figure 52. Middle East & Africa AI Customer Analytics Software Market Size Market Share by Application (2021-2026)

Figure 53. Egypt AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 54. South Africa AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 55. Israel AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 56. Turkey AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 57. GCC Countries AI Customer Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 58. Americas AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 59. APAC AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 60. Europe AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 61. Middle East & Africa AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 62. United States AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 63. Canada AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 64. Mexico AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 65. Brazil AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 66. China AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 67. Japan AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 68. Korea AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 69. Southeast Asia AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 70. India AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 71. Australia AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 72. Germany AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 73. France AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 74. UK AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 75. Italy AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 76. Russia AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 77. Egypt AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 78. South Africa AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 79. Israel AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 80. Turkey AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

Figure 81. Global AI Customer Analytics Software Market Size Market Share Forecast by Type (2027-2032)

Figure 82. Global AI Customer Analytics Software Market Size Market Share Forecast by Application (2027-2032)

Figure 83. GCC Countries AI Customer Analytics Software Market Size 2027-2032 (\$ millions)

I would like to order

Product name: Global AI Customer Analytics Software Market Growth (Status and Outlook) 2026-2032

Product link: <https://marketpublishers.com/r/GF52B2A948DDEN.html>

Price: US\$ 3,660.00 (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/GF52B2A948DDEN.html>