

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

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Abstracts

The global AI Customer Churn Prediction Software market size is predicted to grow from US\$ 392 million in 2025 to US\$ 681 million in 2032; it is expected to grow at a CAGR of 8.2% from 2026 to 2032.

AI Customer Churn Prediction Software is an intelligent analytics tool powered by machine learning and artificial intelligence algorithms that automatically collects and analyzes customer consumption behavior, interaction records, transaction history, service feedback and multi-dimensional operation data, calculates customer churn probability and risk level through intelligent modeling, and delivers early warning signals and targeted retention suggestions; it can seamlessly connect with CRM, marketing and customer management systems, helping enterprises proactively identify at-risk customers, reduce attrition rate, and improve customer lifetime value without relying solely on manual data analysis.

The industry trend of AI Customer Churn Prediction Software lies in the popularization of low-code intelligent modeling, real-time edge computing prediction and integration of sentiment analysis and generative AI to enhance prediction accuracy, as well as deeper embedded deployment in enterprise SaaS and business management systems; huge market opportunities come from the rapid expansion of subscription-based business models, growing digital transformation demand from small and medium-sized enterprises, and rising corporate focus on customer retention over new customer acquisition, while core challenges include cross-departmental data silos and inconsistent data standards, strict global data privacy and compliance regulations, frequent AI model drift requiring regular iteration, high deployment and technical threshold for small businesses, and difficulty in quantifying the direct ROI of churn reduction strategies.

LPI (LP Information)' newest research report, the 'AI Customer Churn Prediction Software Industry Forecast' looks at past sales and reviews total world AI Customer Churn Prediction Software sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Customer Churn Prediction Software sales for 2026 through 2032. With AI Customer Churn Prediction 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 Churn Prediction Software industry.

This Insight Report provides a comprehensive analysis of the global AI Customer Churn Prediction 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 Churn Prediction 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 Churn Prediction Software market.

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

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

Segmentation by Type:

Cloud-based

On-premises

Hybrid

Segmentation by Supported User Data Scale:

Small-Scale AI Churn Software: Below 1 Million

Medium-Scale AI Churn Software: 1?10 Million

Large-Scale AI Churn Software: Above 10 Million

Segmentation by AI Algorithm Type:

Traditional ML AI Churn Prediction Software

Deep Learning AI Churn Prediction Software

Generative AI Churn Prediction Software

Segmentation by Application:

SaaS Industry

Telecommunication

Banking & Finance

E-Commerce Retail

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.

Zendesk

Pendo

Pecan

Kumo.ai

Karolium

H2O.ai

Gainsight

Vitaly

Faraday

Totango

Akkio

Churnly

ChurnZero

Journey.io

Salesforce Einstein Analytics

Insighting

Pega Customer Decision Hub

Alibaba Cloud

Zoho CRM (Zia AI)

EasyDL

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 Churn Prediction Software Market Size (2021-2032)
- 2.1.2 AI Customer Churn Prediction Software Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for AI Customer Churn Prediction Software by Country/Region (2021, 2025 & 2032)
- 2.2 AI Customer Churn Prediction Software Segment by Type
 - 2.2.1 Cloud-based
 - 2.2.2 On-premises
 - 2.2.3 Hybrid
 - 2.2.4 AI Customer Churn Prediction Software Market Size by Type
 - 2.2.4.1 AI Customer Churn Prediction Software Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.4.2 Global AI Customer Churn Prediction Software Market Size Market Share by Type (2021-2026)
- 2.3 AI Customer Churn Prediction Software Segment by Supported User Data Scale
 - 2.3.1 Small-Scale AI Churn Software: Below 1 Million
 - 2.3.2 Medium-Scale AI Churn Software: 1?10 Million
 - 2.3.3 Large-Scale AI Churn Software: Above 10 Million
 - 2.3.4 AI Customer Churn Prediction Software Market Size by Supported User Data Scale
 - 2.3.4.1 AI Customer Churn Prediction Software Market Size CAGR by Supported User Data Scale (2021 VS 2025 VS 2032)
 - 2.3.4.2 Global AI Customer Churn Prediction Software Market Size Market Share by

Supported User Data Scale (2021-2026)

2.4 AI Customer Churn Prediction Software Segment by AI Algorithm Type

2.4.1 Traditional ML AI Churn Prediction Software

2.4.2 Deep Learning AI Churn Prediction Software

2.4.3 Generative AI Churn Prediction Software

2.4.4 AI Customer Churn Prediction Software Market Size by AI Algorithm Type

2.4.4.1 AI Customer Churn Prediction Software Market Size CAGR by AI Algorithm

Type (2021 VS 2025 VS 2032)

2.4.4.2 Global AI Customer Churn Prediction Software Market Size Market Share by AI Algorithm Type (2021-2026)

2.5 AI Customer Churn Prediction Software Segment by Application

2.5.1 SaaS Industry

2.5.2 Telecommunication

2.5.3 Banking & Finance

2.5.4 E-Commerce Retail

2.5.5 Others

2.5.6 AI Customer Churn Prediction Software Market Size by Application

2.5.6.1 AI Customer Churn Prediction Software Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.6.2 Global AI Customer Churn Prediction Software Market Size Market Share by Application (2021-2026)

3 AI CUSTOMER CHURN PREDICTION SOFTWARE MARKET SIZE BY PLAYER

3.1 AI Customer Churn Prediction Software Market Size Market Share by Player

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

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

3.2 Global AI Customer Churn Prediction 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 CHURN PREDICTION SOFTWARE BY REGION

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

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

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

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

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

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

5 AMERICAS

5.1 Americas AI Customer Churn Prediction Software Market Size by Country (2021-2026)

5.2 Americas AI Customer Churn Prediction Software Market Size by Type (2021-2026)

5.3 Americas AI Customer Churn Prediction 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 Churn Prediction Software Market Size by Region (2021-2026)

6.2 APAC AI Customer Churn Prediction Software Market Size by Type (2021-2026)

6.3 APAC AI Customer Churn Prediction 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 Churn Prediction Software Market Size by Country (2021-2026)

7.2 Europe AI Customer Churn Prediction Software Market Size by Type (2021-2026)

7.3 Europe AI Customer Churn Prediction 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 Churn Prediction Software by Region (2021-2026)

8.2 Middle East & Africa AI Customer Churn Prediction Software Market Size by Type (2021-2026)

8.3 Middle East & Africa AI Customer Churn Prediction 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 CHURN PREDICTION SOFTWARE MARKET FORECAST

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

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

10.1.2 Americas AI Customer Churn Prediction Software Forecast

10.1.3 APAC AI Customer Churn Prediction Software Forecast

10.1.4 Europe AI Customer Churn Prediction Software Forecast

10.1.5 Middle East & Africa AI Customer Churn Prediction Software Forecast

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

10.2.1 United States Market AI Customer Churn Prediction Software Forecast

10.2.2 Canada Market AI Customer Churn Prediction Software Forecast

- 10.2.3 Mexico Market AI Customer Churn Prediction Software Forecast
- 10.2.4 Brazil Market AI Customer Churn Prediction Software Forecast
- 10.3 APAC AI Customer Churn Prediction Software Forecast by Region (2027-2032)
 - 10.3.1 China AI Customer Churn Prediction Software Market Forecast
 - 10.3.2 Japan Market AI Customer Churn Prediction Software Forecast
 - 10.3.3 Korea Market AI Customer Churn Prediction Software Forecast
 - 10.3.4 Southeast Asia Market AI Customer Churn Prediction Software Forecast
 - 10.3.5 India Market AI Customer Churn Prediction Software Forecast
 - 10.3.6 Australia Market AI Customer Churn Prediction Software Forecast
- 10.4 Europe AI Customer Churn Prediction Software Forecast by Country (2027-2032)
 - 10.4.1 Germany Market AI Customer Churn Prediction Software Forecast
 - 10.4.2 France Market AI Customer Churn Prediction Software Forecast
 - 10.4.3 UK Market AI Customer Churn Prediction Software Forecast
 - 10.4.4 Italy Market AI Customer Churn Prediction Software Forecast
 - 10.4.5 Russia Market AI Customer Churn Prediction Software Forecast
- 10.5 Middle East & Africa AI Customer Churn Prediction Software Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market AI Customer Churn Prediction Software Forecast
 - 10.5.2 South Africa Market AI Customer Churn Prediction Software Forecast
 - 10.5.3 Israel Market AI Customer Churn Prediction Software Forecast
 - 10.5.4 Turkey Market AI Customer Churn Prediction Software Forecast
- 10.6 Global AI Customer Churn Prediction Software Forecast by Type (2027-2032)
- 10.7 Global AI Customer Churn Prediction Software Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market AI Customer Churn Prediction Software Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Zendesk
 - 11.1.1 Zendesk Company Information
 - 11.1.2 Zendesk AI Customer Churn Prediction Software Product Offered
 - 11.1.3 Zendesk AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Zendesk Main Business Overview
 - 11.1.5 Zendesk Latest Developments
- 11.2 Pendo
 - 11.2.1 Pendo Company Information
 - 11.2.2 Pendo AI Customer Churn Prediction Software Product Offered
 - 11.2.3 Pendo AI Customer Churn Prediction Software Revenue, Gross Margin and

Market Share (2021-2026)

11.2.4 Pendo Main Business Overview

11.2.5 Pendo Latest Developments

11.3 Pecan

11.3.1 Pecan Company Information

11.3.2 Pecan AI Customer Churn Prediction Software Product Offered

11.3.3 Pecan AI Customer Churn Prediction Software Revenue, Gross Margin and

Market Share (2021-2026)

11.3.4 Pecan Main Business Overview

11.3.5 Pecan Latest Developments

11.4 Kumo.ai

11.4.1 Kumo.ai Company Information

11.4.2 Kumo.ai AI Customer Churn Prediction Software Product Offered

11.4.3 Kumo.ai AI Customer Churn Prediction Software Revenue, Gross Margin and

Market Share (2021-2026)

11.4.4 Kumo.ai Main Business Overview

11.4.5 Kumo.ai Latest Developments

11.5 Karolium

11.5.1 Karolium Company Information

11.5.2 Karolium AI Customer Churn Prediction Software Product Offered

11.5.3 Karolium AI Customer Churn Prediction Software Revenue, Gross Margin and

Market Share (2021-2026)

11.5.4 Karolium Main Business Overview

11.5.5 Karolium Latest Developments

11.6 H2O.ai

11.6.1 H2O.ai Company Information

11.6.2 H2O.ai AI Customer Churn Prediction Software Product Offered

11.6.3 H2O.ai AI Customer Churn Prediction Software Revenue, Gross Margin and

Market Share (2021-2026)

11.6.4 H2O.ai Main Business Overview

11.6.5 H2O.ai Latest Developments

11.7 Gainsight

11.7.1 Gainsight Company Information

11.7.2 Gainsight AI Customer Churn Prediction Software Product Offered

11.7.3 Gainsight AI Customer Churn Prediction Software Revenue, Gross Margin and

Market Share (2021-2026)

11.7.4 Gainsight Main Business Overview

11.7.5 Gainsight Latest Developments

11.8 Vitally

- 11.8.1 Vitally Company Information
- 11.8.2 Vitally AI Customer Churn Prediction Software Product Offered
- 11.8.3 Vitally AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.8.4 Vitally Main Business Overview
- 11.8.5 Vitally Latest Developments
- 11.9 Faraday
 - 11.9.1 Faraday Company Information
 - 11.9.2 Faraday AI Customer Churn Prediction Software Product Offered
 - 11.9.3 Faraday AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 Faraday Main Business Overview
 - 11.9.5 Faraday Latest Developments
- 11.10 Totango
 - 11.10.1 Totango Company Information
 - 11.10.2 Totango AI Customer Churn Prediction Software Product Offered
 - 11.10.3 Totango AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 Totango Main Business Overview
 - 11.10.5 Totango Latest Developments
- 11.11 Akkio
 - 11.11.1 Akkio Company Information
 - 11.11.2 Akkio AI Customer Churn Prediction Software Product Offered
 - 11.11.3 Akkio AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.11.4 Akkio Main Business Overview
 - 11.11.5 Akkio Latest Developments
- 11.12 Churnly
 - 11.12.1 Churnly Company Information
 - 11.12.2 Churnly AI Customer Churn Prediction Software Product Offered
 - 11.12.3 Churnly AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 Churnly Main Business Overview
 - 11.12.5 Churnly Latest Developments
- 11.13 ChurnZero
 - 11.13.1 ChurnZero Company Information
 - 11.13.2 ChurnZero AI Customer Churn Prediction Software Product Offered
 - 11.13.3 ChurnZero AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)

- 11.13.4 ChurnZero Main Business Overview
- 11.13.5 ChurnZero Latest Developments
- 11.14 Journey.io
 - 11.14.1 Journey.io Company Information
 - 11.14.2 Journey.io AI Customer Churn Prediction Software Product Offered
 - 11.14.3 Journey.io AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Journey.io Main Business Overview
 - 11.14.5 Journey.io Latest Developments
- 11.15 Salesforce Einstein Analytics
 - 11.15.1 Salesforce Einstein Analytics Company Information
 - 11.15.2 Salesforce Einstein Analytics AI Customer Churn Prediction Software Product Offered
 - 11.15.3 Salesforce Einstein Analytics AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 Salesforce Einstein Analytics Main Business Overview
 - 11.15.5 Salesforce Einstein Analytics Latest Developments
- 11.16 Insighting
 - 11.16.1 Insighting Company Information
 - 11.16.2 Insighting AI Customer Churn Prediction Software Product Offered
 - 11.16.3 Insighting AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 Insighting Main Business Overview
 - 11.16.5 Insighting Latest Developments
- 11.17 Pega Customer Decision Hub
 - 11.17.1 Pega Customer Decision Hub Company Information
 - 11.17.2 Pega Customer Decision Hub AI Customer Churn Prediction Software Product Offered
 - 11.17.3 Pega Customer Decision Hub AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.17.4 Pega Customer Decision Hub Main Business Overview
 - 11.17.5 Pega Customer Decision Hub Latest Developments
- 11.18 Alibaba Cloud
 - 11.18.1 Alibaba Cloud Company Information
 - 11.18.2 Alibaba Cloud AI Customer Churn Prediction Software Product Offered
 - 11.18.3 Alibaba Cloud AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.18.4 Alibaba Cloud Main Business Overview
 - 11.18.5 Alibaba Cloud Latest Developments

11.19 Zoho CRM (Zia AI)

11.19.1 Zoho CRM (Zia AI) Company Information

11.19.2 Zoho CRM (Zia AI) AI Customer Churn Prediction Software Product Offered

11.19.3 Zoho CRM (Zia AI) AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)

11.19.4 Zoho CRM (Zia AI) Main Business Overview

11.19.5 Zoho CRM (Zia AI) Latest Developments

11.20 EasyDL

11.20.1 EasyDL Company Information

11.20.2 EasyDL AI Customer Churn Prediction Software Product Offered

11.20.3 EasyDL AI Customer Churn Prediction Software Revenue, Gross Margin and Market Share (2021-2026)

11.20.4 EasyDL Main Business Overview

11.20.5 EasyDL Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

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

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

Table 3. Major Players of Cloud-based

Table 4. Major Players of On-premises

Table 5. Major Players of Hybrid

Table 6. AI Customer Churn Prediction Software Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 7. Global AI Customer Churn Prediction Software Market Size by Type (2021-2026) & (\$ millions)

Table 8. Global AI Customer Churn Prediction Software Market Size Market Share by Type (2021-2026)

Table 9. Major Players of Small-Scale AI Churn Software: Below 1 Million

Table 10. Major Players of Medium-Scale AI Churn Software: 1?10 Million

Table 11. Major Players of Large-Scale AI Churn Software: Above 10 Million

Table 12. AI Customer Churn Prediction Software Market Size CAGR by Supported User Data Scale (2021 VS 2025 VS 2032) & (\$ millions)

Table 13. Global AI Customer Churn Prediction Software Market Size by Supported User Data Scale (2021-2026) & (\$ millions)

Table 14. Global AI Customer Churn Prediction Software Market Size Market Share by Supported User Data Scale (2021-2026)

Table 15. Major Players of Traditional ML AI Churn Prediction Software

Table 16. Major Players of Deep Learning AI Churn Prediction Software

Table 17. Major Players of Generative AI Churn Prediction Software

Table 18. AI Customer Churn Prediction Software Market Size CAGR by AI Algorithm Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 19. Global AI Customer Churn Prediction Software Market Size by AI Algorithm Type (2021-2026) & (\$ millions)

Table 20. Global AI Customer Churn Prediction Software Market Size Market Share by AI Algorithm Type (2021-2026)

Table 21. AI Customer Churn Prediction Software Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 22. Global AI Customer Churn Prediction Software Market Size by Application (2021-2026) & (\$ millions)

Table 23. Global AI Customer Churn Prediction Software Market Size Market Share by Application (2021-2026)

Table 24. Global AI Customer Churn Prediction Software Revenue by Player (2021-2026) & (\$ millions)

Table 25. Global AI Customer Churn Prediction Software Revenue Market Share by Player (2021-2026)

Table 26. AI Customer Churn Prediction Software Key Players Head office and Products Offered

Table 27. AI Customer Churn Prediction Software Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 28. New Products and Potential Entrants

Table 29. Mergers & Acquisitions, Expansion

Table 30. Global AI Customer Churn Prediction Software Market Size by Region (2021-2026) & (\$ millions)

Table 31. Global AI Customer Churn Prediction Software Market Size Market Share by Region (2021-2026)

Table 32. Global AI Customer Churn Prediction Software Revenue by Country/Region (2021-2026) & (\$ millions)

Table 33. Global AI Customer Churn Prediction Software Revenue Market Share by Country/Region (2021-2026)

Table 34. Americas AI Customer Churn Prediction Software Market Size by Country (2021-2026) & (\$ millions)

Table 35. Americas AI Customer Churn Prediction Software Market Size Market Share by Country (2021-2026)

Table 36. Americas AI Customer Churn Prediction Software Market Size by Type (2021-2026) & (\$ millions)

Table 37. Americas AI Customer Churn Prediction Software Market Size Market Share by Type (2021-2026)

Table 38. Americas AI Customer Churn Prediction Software Market Size by Application (2021-2026) & (\$ millions)

Table 39. Americas AI Customer Churn Prediction Software Market Size Market Share by Application (2021-2026)

Table 40. APAC AI Customer Churn Prediction Software Market Size by Region (2021-2026) & (\$ millions)

Table 41. APAC AI Customer Churn Prediction Software Market Size Market Share by Region (2021-2026)

Table 42. APAC AI Customer Churn Prediction Software Market Size by Type (2021-2026) & (\$ millions)

Table 43. APAC AI Customer Churn Prediction Software Market Size by Application

(2021-2026) & (\$ millions)

Table 44. Europe AI Customer Churn Prediction Software Market Size by Country

(2021-2026) & (\$ millions)

Table 45. Europe AI Customer Churn Prediction Software Market Size Market Share by Country (2021-2026)

Table 46. Europe AI Customer Churn Prediction Software Market Size by Type (2021-2026) & (\$ millions)

Table 47. Europe AI Customer Churn Prediction Software Market Size by Application (2021-2026) & (\$ millions)

Table 48. Middle East & Africa AI Customer Churn Prediction Software Market Size by Region (2021-2026) & (\$ millions)

Table 49. Middle East & Africa AI Customer Churn Prediction Software Market Size by Type (2021-2026) & (\$ millions)

Table 50. Middle East & Africa AI Customer Churn Prediction Software Market Size by Application (2021-2026) & (\$ millions)

Table 51. Key Market Drivers & Growth Opportunities of AI Customer Churn Prediction Software

Table 52. Key Market Challenges & Risks of AI Customer Churn Prediction Software

Table 53. Key Industry Trends of AI Customer Churn Prediction Software

Table 54. Global AI Customer Churn Prediction Software Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 55. Global AI Customer Churn Prediction Software Market Size Market Share Forecast by Region (2027-2032)

Table 56. Global AI Customer Churn Prediction Software Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 57. Global AI Customer Churn Prediction Software Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 58. Zendesk Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 59. Zendesk AI Customer Churn Prediction Software Product Offered

Table 60. Zendesk AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 61. Zendesk Main Business

Table 62. Zendesk Latest Developments

Table 63. Pendo Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 64. Pendo AI Customer Churn Prediction Software Product Offered

Table 65. Pendo AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 66. Pendo Main Business

Table 67. Pendo Latest Developments

Table 68. Pecan Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 69. Pecan AI Customer Churn Prediction Software Product Offered

Table 70. Pecan AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 71. Pecan Main Business

Table 72. Pecan Latest Developments

Table 73. Kumo.ai Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 74. Kumo.ai AI Customer Churn Prediction Software Product Offered

Table 75. Kumo.ai AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 76. Kumo.ai Main Business

Table 77. Kumo.ai Latest Developments

Table 78. Karolium Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 79. Karolium AI Customer Churn Prediction Software Product Offered

Table 80. Karolium AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 81. Karolium Main Business

Table 82. Karolium Latest Developments

Table 83. H2O.ai Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 84. H2O.ai AI Customer Churn Prediction Software Product Offered

Table 85. H2O.ai AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 86. H2O.ai Main Business

Table 87. H2O.ai Latest Developments

Table 88. Gainsight Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 89. Gainsight AI Customer Churn Prediction Software Product Offered

Table 90. Gainsight AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 91. Gainsight Main Business

Table 92. Gainsight Latest Developments

Table 93. Vitally Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 94. Vitally AI Customer Churn Prediction Software Product Offered

Table 95. Vitally AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 96. Vitally Main Business

Table 97. Vitally Latest Developments

Table 98. Faraday Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 99. Faraday AI Customer Churn Prediction Software Product Offered

Table 100. Faraday AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 101. Faraday Main Business

Table 102. Faraday Latest Developments

Table 103. Totango Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 104. Totango AI Customer Churn Prediction Software Product Offered

Table 105. Totango AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 106. Totango Main Business

Table 107. Totango Latest Developments

Table 108. Akkio Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 109. Akkio AI Customer Churn Prediction Software Product Offered

Table 110. Akkio AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 111. Akkio Main Business

Table 112. Akkio Latest Developments

Table 113. Churnly Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 114. Churnly AI Customer Churn Prediction Software Product Offered

Table 115. Churnly AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 116. Churnly Main Business

Table 117. Churnly Latest Developments

Table 118. ChurnZero Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 119. ChurnZero AI Customer Churn Prediction Software Product Offered

Table 120. ChurnZero AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 121. ChurnZero Main Business

Table 122. ChurnZero Latest Developments
Table 123. Journey.io Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors
Table 124. Journey.io AI Customer Churn Prediction Software Product Offered
Table 125. Journey.io AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 126. Journey.io Main Business
Table 127. Journey.io Latest Developments
Table 128. Salesforce Einstein Analytics Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors
Table 129. Salesforce Einstein Analytics AI Customer Churn Prediction Software Product Offered
Table 130. Salesforce Einstein Analytics AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 131. Salesforce Einstein Analytics Main Business
Table 132. Salesforce Einstein Analytics Latest Developments
Table 133. Insighting Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors
Table 134. Insighting AI Customer Churn Prediction Software Product Offered
Table 135. Insighting AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 136. Insighting Main Business
Table 137. Insighting Latest Developments
Table 138. Pega Customer Decision Hub Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors
Table 139. Pega Customer Decision Hub AI Customer Churn Prediction Software Product Offered
Table 140. Pega Customer Decision Hub AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 141. Pega Customer Decision Hub Main Business
Table 142. Pega Customer Decision Hub Latest Developments
Table 143. Alibaba Cloud Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors
Table 144. Alibaba Cloud AI Customer Churn Prediction Software Product Offered
Table 145. Alibaba Cloud AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 146. Alibaba Cloud Main Business
Table 147. Alibaba Cloud Latest Developments
Table 148. Zoho CRM (Zia AI) Details, Company Type, AI Customer Churn Prediction

Software Area Served and Its Competitors

Table 149. Zoho CRM (Zia AI) AI Customer Churn Prediction Software Product Offered

Table 150. Zoho CRM (Zia AI) AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 151. Zoho CRM (Zia AI) Main Business

Table 152. Zoho CRM (Zia AI) Latest Developments

Table 153. EasyDL Details, Company Type, AI Customer Churn Prediction Software Area Served and Its Competitors

Table 154. EasyDL AI Customer Churn Prediction Software Product Offered

Table 155. EasyDL AI Customer Churn Prediction Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 156. EasyDL Main Business

Table 157. EasyDL Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. AI Customer Churn Prediction Software Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

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

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

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

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

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

Figure 10. Global AI Customer Churn Prediction Software Market Size Market Share by Supported User Data Scale in 2025

Figure 11. Global AI Customer Churn Prediction Software Market Size Market Share by AI Algorithm Type in 2025

Figure 12. AI Customer Churn Prediction Software in Saas Industry

Figure 13. Global AI Customer Churn Prediction Software Market: Saas Industry (2021-2026) & (\$ millions)

Figure 14. AI Customer Churn Prediction Software in Telecommunication

Figure 15. Global AI Customer Churn Prediction Software Market: Telecommunication (2021-2026) & (\$ millions)

Figure 16. AI Customer Churn Prediction Software in Banking & Finance

Figure 17. Global AI Customer Churn Prediction Software Market: Banking & Finance (2021-2026) & (\$ millions)

Figure 18. AI Customer Churn Prediction Software in E-Commerce Retail

Figure 19. Global AI Customer Churn Prediction Software Market: E-Commerce Retail (2021-2026) & (\$ millions)

Figure 20. AI Customer Churn Prediction Software in Others

Figure 21. Global AI Customer Churn Prediction Software Market: Others (2021-2026) & (\$ millions)

Figure 22. Global AI Customer Churn Prediction Software Market Size Market Share by Application in 2025

Figure 23. Global AI Customer Churn Prediction Software Revenue Market Share by Player in 2025

Figure 24. Global AI Customer Churn Prediction Software Market Size Market Share by Region (2021-2026)

Figure 25. Americas AI Customer Churn Prediction Software Market Size 2021-2026 (\$ millions)

Figure 26. APAC AI Customer Churn Prediction Software Market Size 2021-2026 (\$ millions)

Figure 27. Europe AI Customer Churn Prediction Software Market Size 2021-2026 (\$ millions)

Figure 28. Middle East & Africa AI Customer Churn Prediction Software Market Size 2021-2026 (\$ millions)

Figure 29. Americas AI Customer Churn Prediction Software Value Market Share by Country in 2025

Figure 30. United States AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 31. Canada AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 32. Mexico AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 33. Brazil AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 34. APAC AI Customer Churn Prediction Software Market Size Market Share by Region in 2025

Figure 35. APAC AI Customer Churn Prediction Software Market Size Market Share by Type (2021-2026)

Figure 36. APAC AI Customer Churn Prediction Software Market Size Market Share by Application (2021-2026)

Figure 37. China AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 38. Japan AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 39. South Korea AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 40. Southeast Asia AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 41. India AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 42. Australia AI Customer Churn Prediction Software Market Size Growth

2021-2026 (\$ millions)

Figure 43. Europe AI Customer Churn Prediction Software Market Size Market Share by Country in 2025

Figure 44. Europe AI Customer Churn Prediction Software Market Size Market Share by Type (2021-2026)

Figure 45. Europe AI Customer Churn Prediction Software Market Size Market Share by Application (2021-2026)

Figure 46. Germany AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 47. France AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 48. UK AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 49. Italy AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 50. Russia AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 51. Middle East & Africa AI Customer Churn Prediction Software Market Size Market Share by Region (2021-2026)

Figure 52. Middle East & Africa AI Customer Churn Prediction Software Market Size Market Share by Type (2021-2026)

Figure 53. Middle East & Africa AI Customer Churn Prediction Software Market Size Market Share by Application (2021-2026)

Figure 54. Egypt AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 55. South Africa AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 56. Israel AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 57. Turkey AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 58. GCC Countries AI Customer Churn Prediction Software Market Size Growth 2021-2026 (\$ millions)

Figure 59. Americas AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 60. APAC AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 61. Europe AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 62. Middle East & Africa AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 63. United States AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 64. Canada AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 65. Mexico AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 66. Brazil AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 67. China AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 68. Japan AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 69. Korea AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 70. Southeast Asia AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 71. India AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 72. Australia AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 73. Germany AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 74. France AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 75. UK AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 76. Italy AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 77. Russia AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 78. Egypt AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 79. South Africa AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 80. Israel AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

Figure 81. Turkey AI Customer Churn Prediction Software Market Size 2027-2032 (\$

millions)

Figure 82. Global AI Customer Churn Prediction Software Market Size Market Share Forecast by Type (2027-2032)

Figure 83. Global AI Customer Churn Prediction Software Market Size Market Share Forecast by Application (2027-2032)

Figure 84. GCC Countries AI Customer Churn Prediction Software Market Size 2027-2032 (\$ millions)

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