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Global AI in Marketing Market Growth (Status and Outlook) 2026-2032

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Abstracts

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

AI in Marketing refers to a strategy and method that applies artificial intelligence technology to marketing activities to improve marketing efficiency, accuracy and effectiveness. AI in Marketing provides companies with more efficient, accurate and personalized marketing solutions through data analysis, personalized marketing, social media monitoring, automated marketing, predictive analysis, content generation and recommendation. With the continuous development and popularization of artificial intelligence technology, its application prospects in the field of marketing will be broader.

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

Europe market for AI in Marketing 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 in Marketing players cover Accenture, Appier, Blockchain App Factory, Google, GroupSolver, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?AI in Marketing Industry Forecast?

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looks at past sales and reviews total world AI in Marketing sales in 2025, providing a comprehensive analysis by region and market sector of projected AI in Marketing sales for 2026 through 2032. With AI in Marketing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI in Marketing industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI in Marketing 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 in Marketing.

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

Segmentation by Type:

Conversational AI

Generative AI

Segmentation by Application:

Content creation

SEO

Email Marketing

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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

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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.

Accenture

Appier

Blockchain App Factory

Google

GroupSolver

InData Labs

Invoca

Lemon AI

NoGood

Pecan AI

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Penguin Strategies

Single Grain

SmartSites

XANT

IBM

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