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Global AI-Powered Customer Data Platform (CDP) Solutions Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI-Powered Customer Data Platform (CDP) Solutions market size is predicted to grow from US$ 3208 million in 2025 to US$ 7356 million in 2032; it is expected to grow at a CAGR of 12.8% from 2026 to 2032.

AI-Powered Customer Data Platform (CDP) Solutions refer to customer data platforms that utilize artificial intelligence and machine learning technologies to enhance data processing, analysis, and application capabilities, aiming to provide enterprises with more intelligent and personalized customer management and marketing solutions.

United States market for AI-Powered Customer Data Platform (CDP) Solutions 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-Powered Customer Data Platform (CDP) Solutions 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-Powered Customer Data Platform (CDP) Solutions 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-Powered Customer Data Platform (CDP) Solutions players cover Treasure Data, Insider, Bloomreach, Tealium, Segment, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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Report Scope

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

This Insight Report provides a comprehensive analysis of the global AI-Powered Customer Data Platform (CDP) Solutions 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-Powered Customer Data Platform (CDP) Solutions portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global AI-Powered Customer Data Platform (CDP) Solutions market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI-Powered Customer Data Platform (CDP) Solutions 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-Powered Customer Data Platform (CDP) Solutions.

This report presents a comprehensive overview, market shares, and growth opportunities of AI-Powered Customer Data Platform (CDP) Solutions market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

On-Premises Intelligent CDP

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Public Cloud Intelligent CDP

Hybrid Cloud Intelligent CDP

Segmentation by Application:

Retail & E-Commerce

BFSI

Telecommunications

Healthcare

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

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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.

Treasure Data

Insider

Bloomreach

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Tealium

Segment

Hightouch

Salesforce

mParticle

Amperity

ActionIQ

Rudderstack

Epsilon

Adobe

Blueshift

Teradata

Lytics

Xtremepush

Pimcore

Solix

Omeda

Databricks

Oracle

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