

Global AI-Powered Virtual Assistant Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI-Powered Virtual Assistant market size is predicted to grow from US\$ 11430 million in 2025 to US\$ 38450 million in 2032; it is expected to grow at a CAGR of 19.3% from 2026 to 2032.

AI-Powered Virtual Assistants are intelligent software systems that use natural language processing, machine learning, and cloud computing to understand user queries, automate tasks, and provide real-time responses. They are widely used in customer service, enterprise workflow automation, smart devices, e-commerce, and productivity applications.

The industrial chain of AI-Powered Virtual Assistants covers upstream computing hardware and data centers, midstream development platforms, and downstream diverse application scenarios, forming a complete ecological closed loop. The upstream is centered on computing infrastructure such as AI servers and chips, providing fundamental support for technical operations; midstream development platforms lower development thresholds through low-code tools, enabling rapid customization and implementation of virtual assistants; the downstream extensively penetrates office, finance, medical care, marketing and other fields, spawning diversified products like digital employees and intelligent customer service. The industry is in a period of rapid growth, with China and the United States forming a differentiated competitive pattern in software and hardware. China, leveraging its advantage of a complete industrial chain, demonstrates strong potential in terminal applications and scenario adaptation.

The gross profit margin of major companies in the industry is between 60% – 82%.

United States market for AI-Powered Virtual Assistant 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 Virtual Assistant 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 Virtual Assistant 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 Virtual Assistant players cover Amazon (Alexa Shopping), Google (Google Shopping AI), Alibaba (AliMe), JD.com (Jingdong Smart Guide), Shopify (Shopify Assistant), 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-Powered Virtual Assistant Industry Forecast” looks at past sales and reviews total world AI-Powered Virtual Assistant sales in 2025, providing a comprehensive analysis by region and market sector of projected AI-Powered Virtual Assistant sales for 2026 through 2032. With AI-Powered Virtual Assistant sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world AI-Powered Virtual Assistant industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI-Powered Virtual Assistant 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 Virtual Assistant.

This report presents a comprehensive overview, market shares, and growth opportunities of AI-Powered Virtual Assistant market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Text-Based Shopping Assistant

Voice-Based Shopping Assistant

Image-Based Shopping Assistant

Multi-Modal Shopping Assistant

Segmentation by Deployment:

Cloud-Based Virtual Assistant

On-Device Virtual Assistant

Hybrid Virtual Assistant

Segmentation by Function:

Customer Service Assistant

Productivity Assistant

Personal Life Assistant

Segmentation by Application:

E-commerce Platforms

Retail Stores

Brand Official Websites

Social Media Shops

Customer Service Centers

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.

Amazon (Alexa Shopping)

Google (Google Shopping AI)

Alibaba (AliMe)

JD.com (Jingdong Smart Guide)

Shopify (Shopify Assistant)

Walmart Labs

Salesforce Einstein

Kore.ai

LivePerson

Freshworks

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