

Global Generative AI Consulting Service Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G74F748B9E8FEN.html>

Date: July 2026

Pages: 175

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

ID: G74F748B9E8FEN

Abstracts

The global Generative AI Consulting Service market size is predicted to grow from US\$ 6143 million in 2025 to US\$ 19940 million in 2032; it is expected to grow at a CAGR of 18.7% from 2026 to 2032.

Generative AI consulting services are a class of professional advisory offerings that help organizations understand, prioritize and responsibly adopt generative AI technologies such as large language models and generative image, audio or video systems in ways that create measurable business value. Rather than building models or applications directly, these services focus on the why, where and how of generative AI: defining an overall vision and strategy, identifying high-value use cases, designing operating and governance models, and guiding technology and vendor choices. A typical engagement begins with an assessment of the client's current digital and data maturity, risk appetite and competitive context, followed by structured use-case discovery and value sizing to determine where generative AI can improve customer experience, employee productivity, decision-making or innovation. Consultants then help design target architectures at a conceptual level covering model access, data pipelines, retrieval-augmented generation, tool integration and guardrails while also shaping policies for privacy, security, IP protection, bias mitigation and content safety. In parallel, they work on the human side of change: defining new roles and skills, operating models such as GenAI Centers of Excellence, training programs, communications plans and metrics for adoption and impact.

The generative AI consulting service market has emerged as a distinct, fast-growing niche within both the broader AI consulting market and the overall generative AI ecosystem. Surveys from firms such as McKinsey and Deloitte show that a majority of large organizations are now regularly using generative AI in at least one business

function, but many still struggle to scale pilots, manage risk and capture tangible value?creating strong demand for advisory support on strategy, governance and use-case design. At the same time, client expectations are high and sometimes skeptical: media reports suggest that spending on generative AI consulting already runs into several billion dollars per year, yet many buyers feel that early projects have not always delivered scalable impact, putting pressure on consulting firms to deepen technical capabilities and focus on measurable outcomes. Differentiation is shifting toward sector-specific expertise, the ability to integrate GenAI into existing systems and processes, and robust risk-management and governance frameworks.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Generative AI Consulting Service 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 Generative AI Consulting Service.

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

Segmentation by Type:

- Text and Image Content Creation
- Sound and Video Content Creation
- Coding Creation
- Others

Segmentation by Service Type:

- Strategy & Vision Consulting
- Operating Model & Organization Design
- Others

Segmentation by Enterprises Size:

- Large Enterprises
- Small and Medium-sized Enterprises

Segmentation by Application:

- Finance
- Medical Insurance
- Software Development
- Infotainment
- 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.

The Hackett Group

Appinventiv

Eleks

Toptal

SolGuruz

Indatalabs

SoluLab

Yalantis

Zartis

Markovate

Azilen Technologies

Ailleron

Leewayhertz

Geniusee

Software Mind

Addepto

Sparx IT Solutions

Purelogics

Nexocode

Intellias

Keystride

Velvetech

Tensorway

Ampcome

Perficient

N-iX

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