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Global Model-layer AI Agents in Customer Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Model-layer AI Agents in Customer Service market size is predicted to grow from US$ 917 million in 2025 to US$ 6850 million in 2032; it is expected to grow at a CAGR of 33.9% from 2026 to 2032.

Model-layer AI Agents in Customer Service refers to agentic customer service capabilities implemented at the model/foundation layer rather than as fully packaged, end-user-facing applications. These offerings are typically delivered by cloud providers, model vendors, or leading CCaaS/CRM platforms and exposed via APIs, agent frameworks, and dialogue-orchestration runtimes. They encapsulate generic building blocks—intent understanding, multi-turn dialogue state, tool and connector orchestration, short- and long-term memory, policy and safety controls, and sometimes service-specific reasoning—which downstream builders can compose into their own branded, scenario-specific customer service agents. Compared with application-layer AI agents that directly serve contact centers or business units, model-layer agents focus on generality, composability and multi-tenant scale, with business models that are predominantly usage- and subscription-based and structurally higher gross margins than project-based application delivery.

United States market for Model-layer AI Agents in Customer Service 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 Model-layer AI Agents in Customer Service is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

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Europe market for Model-layer AI Agents in Customer Service is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Model-layer AI Agents in Customer Service players cover Baidu AI Cloud, Alibaba Cloud, iFLYTEK, Tencent Cloud, DeepSeek, 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 “Model-layer AI Agents in Customer Service Industry Forecast” looks at past sales and reviews total world Model-layer AI Agents in Customer Service sales in 2025, providing a comprehensive analysis by region and market sector of projected Model-layer AI Agents in Customer Service sales for 2026 through 2032. With Model-layer AI Agents in Customer Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Model-layer AI Agents in Customer Service industry.

This Insight Report provides a comprehensive analysis of the global Model-layer AI Agents in Customer 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 Model-layer AI Agents in Customer Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Model-layer AI Agents in Customer Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Model-layer AI Agents in Customer 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 Model-layer AI Agents in Customer Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Model-layer AI Agents in Customer Service market by product type, application, key players and key regions and countries.

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Market Segmentation

Segmentation by Type:

Supporting Type

Dominant Type

Autonomous Type

Segmentation by Function:

Interactive Response Type

Business Support Type

User Operations Type

Cross-Channel Integration Type

Segmentation by Business Model:

Saas Subscription Model

Customized Solutions

Hybrid Model

Platform and Ecosystem Model

Segmentation by Application:

Internet

Finance

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- Telecommunications
- Healthcare
- Education
- Other

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany

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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.

Baidu AI Cloud

Alibaba Cloud

iFLYTEK

Tencent Cloud

DeepSeek

Zhipu AI

China Telecom

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China Mobile

China Unicom

OpenAI

Google

Anthropic

Meta

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