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

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Abstracts

The global Platform-layer AI Agents in Customer Service market size is predicted to grow from US$ 1329 million in 2025 to US$ 10520 million in 2032; it is expected to grow at a CAGR of 35.1% from 2026 to 2032.

Platform-layer AI Agents in Customer Service refers to the middleware and platform layer for agentic customer service, built on top of model-layer capabilities and targeted at enterprises and ISVs, rather than a single end-user application. Such platforms expose capabilities through a unified console, low-code/visual “agent studio” tools and APIs, aggregating multiple foundation models, tool and connector ecosystems (ticketing, CRM, knowledge bases, payment and line-of-business systems), omnichannel endpoints (apps, web, hotline, social, etc.), as well as conversation routing, access control and monitoring/governance. They enable organizations to design, deploy and operate multiple customer-service agents (customer-facing, agent-assist, operations/analytics, and more) on the same foundation. Compared with model-layer AI agents, the platform layer focuses more on multi-model management, scenario templates, workflow and tool orchestration, and operational tooling; compared with application-layer AI agents, it is not tied to a single brand or use case but acts as a shared substrate that powers many agentic customer service experiences across business units and tenants. Revenue models are primarily subscription- and seat/instance-based with usage add-ons, typically supporting higher-margin, recurring platform economics.

United States market for Platform-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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China market for Platform-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.

Europe market for Platform-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 Platform-layer AI Agents in Customer Service players cover Volcengine, Huawei Cloud, Alibaba Cloud, Tencent Cloud, Baidu AI Cloud, 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 “Platform-layer AI Agents in Customer Service Industry Forecast” looks at past sales and reviews total world Platform-layer AI Agents in Customer Service sales in 2025, providing a comprehensive analysis by region and market sector of projected Platform-layer AI Agents in Customer Service sales for 2026 through 2032. With Platform-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 Platform-layer AI Agents in Customer Service industry.

This Insight Report provides a comprehensive analysis of the global Platform-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 Platform-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 Platform-layer AI Agents in Customer Service market.

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

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

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 Application:

Internet

Finance

Telecommunications

Healthcare

Education

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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

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.

Volcengine

Huawei Cloud

Alibaba Cloud

Tencent Cloud

Baidu AI Cloud

Dify

China Telecom

China Mobile

China Unicom

Zhipu AI

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Ant Group

Salesforce

Zendesk

Microsoft

C3.ai

Cognigy

DevRev

Parloa

Voiceflow

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