

Agentic AI - Company Evaluation Report, 2025

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Abstracts

The Agentic AI Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Agentic AI. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 47 Agentic AI Companies were categorized and recognized as quadrant leaders.

The artificial intelligence landscape is experiencing a significant evolution with the rise of agentic AI. This advanced category of AI systems is set to revolutionize enterprise functions by going beyond traditional automation to deliver proactive, goal-oriented problem-solving with minimal human input. Unlike conventional AI agents that follow preset instructions, agentic AI systems demonstrate a high level of autonomy, enabling them to assess complex scenarios, devise strategies, and carry out multi-step tasks to accomplish broader goals. This marks a fundamental shift—not just an improvement in efficiency, but a strategic necessity for organizations striving to stay competitive and explore new opportunities for value generation.

According to IBM, “Agentic AI is an artificial intelligence system that can achieve a defined goal with minimal supervision. It comprises AI agents—machine learning models that emulate human decision-making to address challenges in real time. In a multiagent system, each agent is responsible for a specific subtask needed to reach the final objective, with their activities coordinated through AI-driven orchestration. Unlike traditional AI models that operate under rigid constraints and depend on human guidance, agentic AI showcases autonomy, goal-directed behavior, and adaptability. The term 'agentic' refers to the models' ability to act independently and intentionally.”

The 360 Quadrant maps the Agentic AI companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the

market presence of the Agentic AI quadrant. The top criteria for product footprint evaluation included By OFFERING (Agentic Ai Infrastructure, Agentic Ai Platforms, Agentic Ai Saas, Agentic Ai Services), By HORIZONTAL USE CASE (Finance & Accounting, Workplace Experience, Sales, Data Analytics & Bi, Marketing, Security Ops, Customer Experience, Data Retrieval, Coding & Testing, Regulatory Compliance), By VERTICAL USE CASE (BFSI, Retail & E-Commerce, Professional Services, Healthcare & Life Sciences, Telecommunications, Software & Technology Providers, Media & Entertainment, Logistics & Transportation, Government & Defense, Automotive, Energy & Utilities, Manufacturing), and By END USER (Individual Users, Enterprises).

Key players in the Agentic AI market include major global corporations and specialized innovators such as Microsoft, NVIDIA, Google, AWS, AMD, OpenAI, UiPath, Snowflake, Aisera, Appian, Newgen, Amdocs, Hexaware, Adept AI, Relevance AI, Deloitte, Accenture, EY, PwC, Wipro, Cognizant, HCL Tech, Capgemini, NTT Data, TCS, Datamatics, Rewind AI, Orby AI, EMA, Artisan AI, Exa, Dexa AI, Simular, ServiceNow, SAP, Salesforce, Altair, Pega, Avanade, CyberArk, Zycus, Oracle, SAS Institute, Cisco, Ericsson, IBM, and ValueLabs. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Microsoft

Microsoft leads the market with its Copilot ecosystem embedded across its enterprise solutions like Microsoft 365, Azure, and GitHub. This integration allows Microsoft's AI to perform specific embedded tasks such as drafting emails and updating CRM fields, making it indispensable for enterprise productivity. The company's strength lies in its orchestration capabilities using Azure OpenAI and Semantic Kernel, which position Copilot as a central element for enterprise autonomy. Microsoft's market share ranges from 8% to 10%, reflecting its strong presence in agentic AI.

NVIDIA

NVIDIA's prominence in the Agentic AI market is bolstered by the high demand for its GPUs, essential for training and running complex AI models. With a market share of 7% to 9%, NVIDIA leverages its hardware expertise to support continuous learning and large-scale inference operations, facilitating significant operational outcomes across industries. The company capitalizes on the transition to autonomous systems and

continues to be a key player through its strategic focus on high-performance computing.

Google (Alphabet)

Google has repositioned itself from offering consumer-centric AI to providing enterprise-grade solutions with its Gemini platform, integrated across popular applications like Gmail and Google Cloud. Google's strength lies in real-time collaboration and native access to vast data resources, enabling efficient information synthesis. Its market share stands at 6% to 8%, supported by its strong capabilities in retrieval and summarization across tools.

Contents

1 INTRODUCTION

- 1.1 MARKET DEFINITION
- 1.2 INCLUSIONS AND EXCLUSIONS
- 1.3 STAKEHOLDERS

2 EXECUTIVE SUMMARY

- 2.1 THE DAWN OF AGENTIC AI
- 2.2 UNDERSTANDING AGENTIC AI: DEFINING THE NEXT WAVE OF AUTONOMY
 - 2.2.1 AGENTIC AI VS. AI AGENTS: A CRITICAL DISTINCTION
 - 2.2.2 THE CORE DIFFERENTIATOR: AUTONOMY AND GOAL-ORIENTATION
- 2.3 CORE CHARACTERISTICS OF HIGH-AUTONOMY AGENTIC SYSTEMS
 - 2.3.1 DEFINING FEATURES
 - 2.3.2 OPERATIONAL LOOP AND PROACTIVE BEHAVIOR
 - 2.3.3 PROBABILISTIC AND ADAPTABLE DECISION-MAKING
 - 2.3.4 ADVANCED INTEGRATION AND TOOL USE
 - 2.3.5 LEVELS OF AI AUTONOMY: FRAMEWORK FOR STRATEGIC DESIGN
- 2.4 REDEFINING WORK AND ORGANIZATIONAL STRUCTURES
 - 2.4.1 SHIFTING HUMAN ROLES AND SKILL REQUIREMENTS
 - 2.4.2 ENHANCING PRODUCTIVITY AND INNOVATION CYCLES
 - 2.4.3 HUMAN-AI PARTNERSHIP PARADIGM
- 2.5 STRATEGIC IMPERATIVES FOR DECISION-MAKERS
- 2.6 VENDOR LANDSCAPE AND MARKET TRENDS

3 MARKET OVERVIEW AND INDUSTRY TRENDS

- 3.1 INTRODUCTION
- 3.2 MARKET DYNAMICS
 - 3.2.1 DRIVERS
 - 3.2.1.1 Increasing enterprise need for hyper-automation to streamline workflows end-to-end
 - 3.2.1.2 Breakthroughs in LLMs, memory, and orchestration frameworks enabling autonomous multi-step task execution
 - 3.2.1.3 Widespread access to high-performance computing and scalable AI deployment environments
 - 3.2.1.4 Growing integration of digital twins with agentic orchestration for real-world

simulation

3.2.2 RESTRAINTS

3.2.2.1 Inconsistent standards for safe agent coordination across geographies

3.2.2.2 Unclear ROI for some sectors where simpler automation suffices

3.2.3 OPPORTUNITIES

3.2.3.1 New orchestration engines for multiple autonomous agents working collaboratively

3.2.3.2 Scaling autonomous agents across BFSI, telecom, and manufacturing for digital transformation

3.2.3.3 Emerging AI regulations unlocking new markets for compliant autonomy

3.2.4 CHALLENGES

3.2.4.1 Fragmented autonomy stacks and missing interoperability standards restricting system integration

3.2.4.2 Legal and ethical gaps around autonomous actions delaying adoption in regulated sectors

3.3 SUPPLY CHAIN ANALYSIS

3.4 ECOSYSTEM ANALYSIS

3.4.1 AGENTIC AI FRAMEWORK PROVIDERS

3.4.2 AGENTIC AI PLATFORM PROVIDERS

3.4.3 AGENTIC AI SAAS PROVIDERS

3.4.4 AGENTIC AI SERVICE PROVIDERS

3.5 TECHNOLOGY ANALYSIS

3.5.1 KEY TECHNOLOGIES

3.5.1.1 Reinforcement learning (RL)

3.5.1.2 Multi-agent systems (MAS)

3.5.1.3 Continual learning

3.5.1.4 Symbolic planning & decision-making

3.5.1.5 Contextual memory & retrieval mechanisms

3.5.2 COMPLEMENTARY TECHNOLOGIES

3.5.2.1 Large language models (LLMs)

3.5.2.2 Natural language understanding (NLU)

3.5.2.3 Generative AI

3.5.2.4 Computer vision

3.5.2.5 Vector embedding & similarity search

3.5.3 ADJACENT TECHNOLOGIES

3.5.3.1 AIOps

3.5.3.2 Computer Vision

3.5.3.3 Explainable AI (XAI)

3.5.3.4 Blockchain

- 3.5.3.5 Natural Language Understanding (NLU)
- 3.6 PATENT ANALYSIS
 - 3.6.1 METHODOLOGY
 - 3.6.2 PATENTS FILED, BY DOCUMENT TYPE
 - 3.6.3 INNOVATION AND PATENT APPLICATIONS
- 3.7 PORTER'S FIVE FORCES ANALYSIS
 - 3.7.1 THREAT OF NEW ENTRANTS
 - 3.7.2 THREAT OF SUBSTITUTES
 - 3.7.3 BARGAINING POWER OF SUPPLIERS
 - 3.7.4 BARGAINING POWER OF BUYERS
 - 3.7.5 INTENSITY OF COMPETITIVE RIVALRY
- 3.8 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

4 COMPETITIVE LANDSCAPE

- 4.1 OVERVIEW
- 4.2 KEY PLAYERS' STRATEGIES, 2022 - 2025
- 4.3 REVENUE ANALYSIS, 2022 - 2024
- 4.4 MARKET SHARE ANALYSIS, 2024
 - 4.4.1 MARKET RANKING ANALYSIS, 2024
- 4.5 PRODUCT COMPARATIVE ANALYSIS
 - 4.5.1 PRODUCT COMPARATIVE ANALYSIS: AGENTIC AI INFRASTRUCTURE PROVIDERS
 - 4.5.2 PRODUCT COMPARATIVE ANALYSIS: AGENTIC AI PLATFORM PROVIDERS
 - 4.5.3 PRODUCT COMPARATIVE ANALYSIS: AGENTIC AI SAAS PROVIDERS
- 4.6 COMPANY VALUATION AND FINANCIAL METRICS OF KEY VENDORS
- 4.7 COMPANY EVALUATION MATRIX: KEY PLAYERS (AGENTIC AI INFRASTRUCTURE VENDORS)
 - 4.7.1 STARS
 - 4.7.2 EMERGING LEADERS
 - 4.7.3 PERVASIVE PLAYERS
 - 4.7.4 PARTICIPANTS
 - 4.7.5 COMPANY FOOTPRINT: KEY PLAYERS (AGENTIC AI INFRASTRUCTURE)
 - 4.7.5.1 Overall Company Footprint
 - 4.7.5.2 Offering Footprint
 - 4.7.5.3 Region Footprint
 - 4.7.5.4 Horizontal Use Case Footprint
 - 4.7.5.5 End User Footprint
- 4.8 COMPANY EVALUATION MATRIX: KEY PLAYERS (AGENTIC AI PLATFORM)

VENDORS)**4.8.1 STARS****4.8.2 EMERGING LEADERS****4.8.3 PERVASIVE PLAYERS****4.8.4 PARTICIPANTS****4.8.5 COMPANY FOOTPRINT: KEY PLAYERS (AGENTIC AI PLATFORMS)****4.8.5.1 Overall Company Footprint****4.8.5.2 Offering Footprint****4.8.5.3 Region Footprint****4.8.5.4 Horizontal Use Case Footprint****4.8.5.5 End User Footprint****4.9 COMPANY EVALUATION MATRIX: KEY PLAYERS (AGENTIC AI SAAS VENDORS)****4.9.1 STARS****4.9.2 EMERGING LEADERS****4.9.3 PERVASIVE PLAYERS****4.9.4 PARTICIPANTS****4.9.5 COMPANY FOOTPRINT: KEY PLAYERS (AGENTIC AI SAAS)****4.9.5.1 Overall Company Footprint****4.9.5.2 Offering Footprint****4.9.5.3 Region Footprint****4.9.5.4 Horizontal Use Case Footprint****4.9.5.5 End User Footprint****4.10 COMPANY EVALUATION MATRIX: KEY PLAYERS (AGENTIC AI SERVICE PROVIDERS)****4.10.1 STARS****4.10.2 EMERGING LEADERS****4.10.3 PERVASIVE PLAYERS****4.10.4 PARTICIPANTS****4.10.5 COMPANY FOOTPRINT: KEY PLAYERS (AGENTIC AI SERVICES)****4.10.5.1 Overall Company Footprint****4.10.5.2 Offering Footprint****4.10.5.3 Region Footprint****4.10.5.4 Horizontal Use Case Footprint****4.10.5.5 End User Footprint****4.11 COMPETITIVE SCENARIO****4.11.1 PRODUCT LAUNCHES & ENHANCEMENTS****4.11.2 DEALS**

5 COMPANY PROFILES

5.1 INTRODUCTION

5.2 AI INFRASTRUCTURE/Framework PROVIDERS

5.2.1 MICROSOFT

5.2.1.1 Business overview

5.2.1.2 Products/Solutions/Services offered

5.2.1.3 Recent developments

5.2.1.3.1 Product launches and enhancements

5.2.1.3.2 Deals

5.2.1.4 MnM view

5.2.1.4.1 Key strengths

5.2.1.4.2 Strategic choices

5.2.1.4.3 Weaknesses and competitive threats

5.2.2 NVIDIA

5.2.2.1 Business overview

5.2.2.2 Products/Solutions/Services offered

5.2.2.3 Recent developments

5.2.2.3.1 Product launches and enhancements

5.2.2.3.2 Deals

5.2.3 GOOGLE

5.2.3.1 Business overview

5.2.3.2 Products/Solutions/Services offered

5.2.3.3 Recent developments

5.2.3.3.1 Product launches and enhancements

5.2.3.3.2 Deals

5.2.3.4 MnM view

5.2.3.4.1 Key strengths

5.2.3.4.2 Strategic choices

5.2.3.4.3 Weaknesses and competitive threats

5.2.4 AWS

5.2.5 AMD

5.3 AGENTIC AI PLATFORM PROVIDERS

5.3.1 OPENAI

5.3.1.1 Business overview

5.3.1.2 Products/Solutions/Services offered

5.3.1.3 Recent developments

5.3.1.3.1 Product launches and enhancements

5.3.1.3.2 Deals

5.3.2 UIPATH

5.3.3 SNOWFLAKE

5.3.4 AISERA

5.3.5 APPIAN

5.3.6 NEWGEN

5.3.7 AMDOCS

5.3.8 HEXAWARE

5.3.9 ADEPT AI

5.3.10 RELEVANCE AI

5.4 AGENTIC AI SERVICE PROVIDERS

5.4.1 ACCENTURE

5.4.1.1 Business overview

5.4.1.2 Products/Solutions/Services offered

5.4.1.3 Recent developments

5.4.1.3.1 Product launches and enhancements

5.4.1.3.2 Deals

5.4.1.4 MnM view

5.4.1.4.1 Key strengths

5.4.1.4.2 Strategic choices

5.4.1.4.3 Weaknesses and competitive threats

5.4.2 COGNIZANT

5.4.2.1 Business overview

5.4.2.2 Products/Solutions/Services offered

5.4.2.3 Recent developments

5.4.2.3.1 Product launches and enhancements

5.4.2.3.2 Deals

5.4.3 NTT DATA

5.4.4 DELOITTE

5.4.5 EY

5.4.6 WIPRO

5.4.7 CAPGEMINI

5.4.7.1 Business overview

5.4.7.2 Products/Solutions/Services offered

5.4.7.3 Recent developments

5.4.7.3.1 Deals

5.4.8 HCL TECH

5.4.9 TCS

5.4.10 PWC

5.4.11 DATAMATICS

5.5 AGENTIC AI SAAS PROVIDERS

5.5.1 SAP

- 5.5.1.1 Business overview
- 5.5.1.2 Products/Solutions/Services offered
- 5.5.1.3 Recent developments
 - 5.5.1.3.1 Product launches and enhancements
 - 5.5.1.3.2 Deals
- 5.5.1.4 MnM view
 - 5.5.1.4.1 Key strengths
 - 5.5.1.4.2 Strategic choices
 - 5.5.1.4.3 Weaknesses and competitive threats

5.5.2 IBM

- 5.5.2.1 Business overview
- 5.5.2.2 Products/Solutions/Services offered
- 5.5.2.3 Recent developments
 - 5.5.2.3.1 Product launches and enhancements
 - 5.5.2.3.2 Deals
- 5.5.2.4 MnM view
 - 5.5.2.4.1 Key strengths
 - 5.5.2.4.2 Strategic choices
 - 5.5.2.4.3 Weaknesses and competitive threats

5.5.3 SALESFORCE

- 5.5.3.1 Business overview
- 5.5.3.2 Products/Solutions/Services offered
- 5.5.3.3 Recent developments
 - 5.5.3.3.1 Product launches and enhancements

5.5.4 SERVICENOW

5.5.5 CISCO

5.5.6 ALTAIR

5.5.7 PEGA

5.5.8 CYBERARK

5.5.9 ZYCUS

5.5.10 ORACLE

5.5.11 SAS INSTITUTE

5.5.12 AVANADE

5.5.13 ERICSSON

5.5.14 VALUELABS

5.5.15 REWIND AI

5.5.16 EMA

- 5.5.17 ORBY AI
- 5.5.18 EXA
- 5.5.19 ARTISAN AI
- 5.5.20 DEXA AI
- 5.5.21 SIMULAR

6 APPENDIX

6.1 RESEARCH METHODOLOGY

6.1.1 RESEARCH DATA

6.1.1.1 Secondary data

6.1.1.2 Primary data

6.1.2 RESEARCH ASSUMPTIONS

6.1.3 STUDY LIMITATIONS

6.2 COMPANY EVALUATION MATRIX: METHODOLOGY

6.3 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 AGENTIC AI VS. AI AGENTS: KEY DISTINCTIONS

TABLE 2 LEVELS OF AGENT AUTONOMY FRAMEWORK

TABLE 3 GLOBAL AGENTIC AI MARKET SIZE AND GROWTH RATE, 2022–2024
(USD MILLION, Y-O-Y %)

TABLE 4 GLOBAL AGENTIC AI MARKET SIZE AND GROWTH RATE, 2025–2032
(USD MILLION, Y-O-Y %)

TABLE 5 AGENTIC AI MARKET: ROLE OF COMPANIES IN ECOSYSTEM

TABLE 6 PATENTS FILED, 2016–2025

TABLE 7 LIST OF FEW PATENTS IN AGENTIC AI MARKET, 2024–2025

TABLE 8 IMPACT OF PORTER’S FIVE FORCES ON AGENTIC AI MARKET

TABLE 9 OVERVIEW OF STRATEGIES ADOPTED BY KEY AGENTIC AI VENDORS,
2022 - 2025

TABLE 10 AGENTIC AI MARKET: DEGREE OF COMPETITION

TABLE 11 OFFERING FOOTPRINT (05 COMPANIES), 2024

TABLE 12 REGION FOOTPRINT (05 COMPANIES), 2024

TABLE 13 HORIZONTAL USE CASE FOOTPRINT (05 COMPANIES), 2024

TABLE 14 END USER FOOTPRINT (05 COMPANIES), 2024

TABLE 15 OFFERING FOOTPRINT (10 COMPANIES), 2024

TABLE 16 REGION FOOTPRINT (10 COMPANIES), 2024

TABLE 17 HORIZONTAL USE CASE FOOTPRINT (10 COMPANIES), 2024

TABLE 18 END USER FOOTPRINT (10 COMPANIES), 2024

TABLE 19 OFFERING FOOTPRINT (14 COMPANIES), 2024

TABLE 20 REGION FOOTPRINT (14 COMPANIES), 2024

TABLE 21 HORIZONTAL USE CASE FOOTPRINT (14 COMPANIES), 2024

TABLE 22 END USER FOOTPRINT (14 COMPANIES), 2024

TABLE 23 OFFERING FOOTPRINT (18 COMPANIES), 2024

TABLE 24 REGION FOOTPRINT (18 COMPANIES), 2024

TABLE 25 HORIZONTAL USE CASE FOOTPRINT (18 COMPANIES), 2024

TABLE 26 END USER FOOTPRINT (18 COMPANIES), 2024

TABLE 27 AGENTIC AI MARKET: PRODUCT LAUNCHES & ENHANCEMENTS,
JANUARY 2022–JULY 2025

TABLE 28 AGENTIC AI MARKET: DEALS, JANUARY 2021–JULY 2025

TABLE 29 MICROSOFT: COMPANY OVERVIEW

TABLE 30 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 31 MICROSOFT: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 32 MICROSOFT: DEALS

TABLE 33 NVIDIA: COMPANY OVERVIEW

TABLE 34 NVIDIA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 35 NVIDIA: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 36 NVIDIA: DEALS

TABLE 37 GOOGLE: COMPANY OVERVIEW

TABLE 38 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 39 GOOGLE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 40 GOOGLE: DEALS

TABLE 41 OPENAI: COMPANY OVERVIEW

TABLE 42 OPENAI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 43 OPENAI: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 44 OPENAI: DEALS

TABLE 45 ACCENTURE: COMPANY OVERVIEW

TABLE 46 ACCENTURE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 47 ACCENTURE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 48 ACCENTURE: DEALS

TABLE 49 COGNIZANT: COMPANY OVERVIEW

TABLE 50 COGNIZANT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 51 COGNIZANT: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 52 COGNIZANT: DEALS

TABLE 53 CAPGEMINI: COMPANY OVERVIEW

TABLE 54 CAPGEMINI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 55 CAPGEMINI: DEALS

TABLE 56 SAP: COMPANY OVERVIEW

TABLE 57 SAP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 58 SAP: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 59 SAP: DEALS

TABLE 60 IBM: COMPANY OVERVIEW

TABLE 61 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 62 IBM: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 63 IBM: DEALS

TABLE 64 SALESFORCE: COMPANY OVERVIEW

TABLE 65 SALESFORCE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 66 SALESFORCE: PRODUCT LAUNCHES AND ENHANCEMENTS

List Of Figures

LIST OF FIGURES

FIGURE 1 AGENTIC AI INFRASTRUCTURE TO ACCOUNT FOR LARGEST MARKET SIZE IN 2025

FIGURE 2 HORIZONTAL USE CASE TO ACCOUNT FOR MAJORITY MARKET SHARE IN 2025

FIGURE 3 DATA ANALYTICS & BI SLATED TO BECOME LEADING USE CASE IN 2025

FIGURE 4 BY END USER, ENTERPRISES TO BECOME LEADING SEGMENT IN 2025

FIGURE 5 BY ENTERPRISE, PROFESSIONAL SERVICE PROVIDERS TO REGISTER HIGHEST GROWTH RATE DURING FORECAST PERIOD

FIGURE 6 ASIA PACIFIC TO REGISTER FASTEST GROWTH BETWEEN 2025 AND 2032

FIGURE 7 AGENTIC AI MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 8 AGENTIC AI MARKET: SUPPLY CHAIN ANALYSIS

FIGURE 9 AGENTIC AI MARKET: ECOSYSTEM ANALYSIS

FIGURE 10 PATENTS APPLIED AND GRANTED, 2016–2025

FIGURE 11 REGIONAL ANALYSIS OF PATENTS GRANTED, 2016–2025

FIGURE 12 AGENTIC AI MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 13 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 14 TOP PLAYERS HAVE DOMINATED THE MARKET OVER THE LAST THREE YEARS

FIGURE 15 SHARE OF LEADING COMPANIES IN AGENTIC AI MARKET, 2024

FIGURE 16 PRODUCT COMPARATIVE ANALYSIS: AGENTIC AI INFRASTRUCTURE PROVIDERS

FIGURE 17 PRODUCT COMPARATIVE ANALYSIS: AGENTIC AI PLATFORM PROVIDERS

FIGURE 18 PRODUCT COMPARATIVE ANALYSIS: AGENTIC AI SAAS PROVIDERS

FIGURE 19 COMPANY VALUATION AND FINANCIAL METRICS OF KEY VENDORS

FIGURE 20 YEAR-TO-DATE (YTD) PRICE TOTAL RETURN AND 5-YEAR STOCK BETA OF KEY VENDORS

FIGURE 21 AGENTIC AI MARKET: COMPANY EVALUATION MATRIX (AGENTIC AI INFRASTRUCTURE VENDORS), 2024

FIGURE 22 OVERALL COMPANY FOOTPRINT (05 COMPANIES), 2024

FIGURE 23 AGENTIC AI MARKET: COMPANY EVALUATION MATRIX (AGENTIC AI PLATFORM VENDORS), 2024

FIGURE 24 OVERALL COMPANY FOOTPRINT (10 COMPANIES), 2024

FIGURE 25 AGENTIC AI MARKET: COMPANY EVALUATION MATRIX (AGENTIC AI SAAS VENDORS), 2024

FIGURE 26 OVERALL COMPANY FOOTPRINT (14 COMPANIES), 2024

FIGURE 27 AGENTIC AI MARKET: COMPANY EVALUATION MATRIX (AGENTIC AI SERVICE PROVIDERS), 2024

FIGURE 28 OVERALL COMPANY FOOTPRINT (18 COMPANIES), 2024

FIGURE 29 MICROSOFT: COMPANY SNAPSHOT

FIGURE 30 NVIDIA: COMPANY SNAPSHOT

FIGURE 31 GOOGLE: COMPANY SNAPSHOT

FIGURE 32 ACCENTURE: COMPANY SNAPSHOT

FIGURE 33 COGNIZANT: COMPANY SNAPSHOT

FIGURE 34 CAPGEMINI: COMPANY SNAPSHOT

FIGURE 35 SAP: COMPANY SNAPSHOT

FIGURE 36 IBM: COMPANY SNAPSHOT

FIGURE 37 SALESFORCE: COMPANY SNAPSHOT

FIGURE 38 AGENTIC AI MARKET: RESEARCH DESIGN

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