

Agentic AI Market by Software (Computational Agents, Robotic Agents), Agent Role (Marketing, Sales, Operations & Supply Chain, ITSM), Application (Workflow Automation, Planning & Decision Support, Navigation & Mobility) - Global Forecast to 2032

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Abstracts

The agentic AI market is projected to grow from USD 7.06 billion in 2025 to USD 93.20 billion in 2032, with a CAGR of 44.6% during 2025–2032. The agentic AI market is growing fast, driven by increasing support from agentic AI platforms for fine-tuning agents on domain-specific reinforcement learning from human feedback (RLHF), chain of thought reasoning (CoT), and behavior datasets, code-interpreter agents write, test, debug, and execute code to complete complex tasks, allowing agents to iteratively refine their methods, and sandboxes help fine-tune agent behavior under edge cases, especially for mission-critical applications which helps grow confidence in the agentic AI solutions. However, there are also some restraints. Most agentic AI platforms rely on commercial LLMs (e.g., GPT-4, Claude) as core reasoners. This creates vendor lock-in, cost scalability issues, and operational risks if APIs fail or change, and without unified memory standards, agents cannot collaborate effectively or retain institutional knowledge reliably.

“By use case, vertical use cases expected to register the fastest growth during the forecast period.”

Vertical use cases are set to record the highest CAGR in the agentic AI market as organizations increasingly shift from generic automation to highly contextual, industry-specific agentic applications that solve unique sector challenges. Sectors like BFSI, healthcare, manufacturing, logistics, and automotive are actively embedding autonomous AI agents into core operations to automate tasks that require domain-

specific reasoning and real-time decision-making. For instance, banks are using agentic AI for fraud detection, real-time compliance monitoring, and autonomous risk assessment, while manufacturers deploy agentic systems for smart factory operations, predictive maintenance, and supply chain optimization. This vertical focus not only drives faster ROI but also supports critical outcomes like safety, efficiency, and regulatory adherence. Governments and defense bodies are rapidly piloting agentic surveillance and disaster response planning, while energy players tap autonomous agents for grid optimization and leak detection. With more industry players favoring pre-built, domain-adapted agentic modules over broad platforms, the appetite for vertical use cases is expanding. Vendors are responding with tailored offerings, plug-and-play integrations, and managed services, making adoption easier for regulated and complex sectors. These factors together position vertical use cases as the strongest growth lever, aligning Agentic AI's promise directly with tangible industry KPIs and deep transformation roadmaps.

“By end user, professional service providers expected to account for the largest market share during the forecast period.”

Professional service providers are poised to capture the largest market share in the agentic AI market as enterprises increasingly rely on their specialized expertise to navigate the complexity of deploying autonomous AI agents at scale. Major consulting and IT service firms such as Accenture, Deloitte, TCS, Wipro, and Capgemini are expanding their agentic AI portfolios by combining advisory, design, integration, and managed services under one roof. This end-to-end model allows clients in sectors like BFSI, manufacturing, telecom, and government to implement advanced agentic solutions without needing in-house AI engineering teams or deep AI governance capabilities. Professional services firms also play a critical role in customizing agentic AI to align with industry-specific regulations, security standards, and legacy infrastructure. Additionally, many providers now build and maintain partnerships with technology vendors to deliver tailored, plug-and-play agentic AI frameworks, accelerating time-to-value for clients. Their strong global delivery networks, industry-certified talent pools, and proven track records in driving enterprise digital transformation further strengthen their position. As enterprises look for trusted partners to manage risk, handle large-scale deployments, and deliver measurable ROI from agentic AI, professional service providers are naturally emerging as the largest revenue contributors in this evolving market.

“North America to hold the largest market share in 2025, and Asia Pacific is slated to grow at the highest rate during the forecast period.”

North America is expected to hold the largest market share in the agentic AI market during the forecast period, driven by early adoption, strong cloud infrastructure, and the presence of key innovators such as OpenAI, Google, Microsoft, and AWS. The region benefits from a mature AI ecosystem, government-backed R&D (e.g., DARPA and NSF initiatives), and enterprise readiness to implement autonomous, agent-driven workflows across sectors like defense, finance, and software. In contrast, the Asia Pacific region is projected to grow at the highest CAGR, fueled by aggressive digital transformation efforts, rising investments in AI research from countries like China, Japan, South Korea, and Singapore, and a rapidly expanding base of AI startups. Governments in the region are also rolling out strategic frameworks and sandboxes to accelerate agent-based automation in manufacturing, public services, and telecom sectors. This dual dynamic reflects North America's current technological leadership and Asia Pacific's growing momentum in scalable agentic AI deployment.

Breakdown of primaries

In-depth interviews were conducted with innovation and technology directors, system integrators, and executives from various key organizations operating in the agentic AI market.

By Company: Tier I – 29%, Tier II – 42%, and Tier III – 29%

By Designation: Directors – 27%, Managers – 39%, and others – 34%

By Region: North America – 41%, Europe – 27%, Asia Pacific – 24%, Middle East & Africa – 3%, and Latin America – 5%

The report includes the study of key players offering agentic AI solutions. It profiles major vendors in the agentic AI market. The major players in the agentic AI market include Aisera (US), Avanade (US), PwC (UK), Wipro (India), HCL Tech (India), Cognizant (US), Cisco (US), Ericsson (Sweden), NTT Data (Japan), SAS (US), Capgemini (France), Appian (US), IBM (US), ServiceNow (US), Accenture (Ireland), EY (UK), Salesforce (US), Pega (US), SAP (Germany), Snowflake (US), Altair (US), CyberArk (Israel), Zycus (US), Oracle (US), OpenAI (US), UiPath (US), Deloitte (UK), AWS (US), Microsoft (US), NVIDIA (US), Google (US), Newgen (India), Hexaware (India), AMD (US), Amdocs (US), ValueLabs (India), TCS (India), Datamatics (US), Rewind AI (US), Ema (US), Exa (US), Orby AI (US), Artisan AI (US), Dexa AI (US),

Similar (US), relevance AI (US), and Adept AI (US).

Research coverage

This research report categorizes the agentic AI market by Offering (Agentic AI Infrastructure, Agentic AI Platforms, Agentic AI SaaS, and Agentic AI Services), Use Case (Vertical Use Case, and Horizontal Use Case [Finance & Accounting, Workplace Experience, Sales, Data Analytics & BI, Marketing, Security Ops, Customer Experience, Data Retrieval, Coding & Testing, and Regulatory Compliance]), End User (Individual Users, and Enterprise), and Region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the agentic AI market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; contracts, partnerships, agreements, product & service launches, mergers and acquisitions, and recent developments associated with the agentic AI market. Competitive analysis of upcoming startups in the agentic AI market ecosystem is covered in this report.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall agentic AI market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing enterprise need for hyper-automation to streamline workflows end-to-end, Breakthroughs in LLMs, memory, and orchestration frameworks enable autonomous multi-step task execution, Widespread access to high-performance computing and scalable AI deployment environments, and Growing maturity of digital twins with agentic orchestration for real-world simulation), restraints (Inconsistent standards for safe agent coordination across geographies, and Unclear ROI for some sectors where simpler automation suffices), opportunities (New orchestration engines for multiple autonomous agents working collaboratively, Scaling autonomous agents

across BFSI, telecom, and manufacturing for digital transformation, and Emerging AI regulations are unlocking new markets for complaint autonomy), and challenges (Fragmented autonomy stacks and missing interoperability standards restrict system integration, and Legal and ethical gaps around autonomous actions are delaying adoption in regulated sectors).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and product & service launches in the agentic AI market.

Market Development: Comprehensive information about lucrative markets – the report analyzes the agentic AI market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the agentic AI market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Aisera (US), Avanade (US), PwC (UK), Wipro (India), HCL Tech (India), Cognizant (US), Cisco (US), Ericsson (Sweden), NTT Data (Japan), SAS (US), Capgemini (France), Appian (US), IBM (US), ServiceNow (US), Accenture (Ireland), EY (UK), Salesforce (US), Pega (US), SAP (Germany), Snowflake (US), Altair (US), CyberArk (Israel), Zycus (US), Oracle (US), OpenAI (US), UiPath (US), Deloitte (UK), AWS (US), Microsoft (US), NVIDIA (US), Google (US), Newgen (India), Hexaware (India), AMD (US), Amdocs (US), ValueLabs (India), TCS (India), Datamatics (US), Rewind AI (US), EMA (US), Exa (US), Orby AI (US), Artisan AI (US), Dexa AI (US), Simular (US), relevance AI (US), and Adept AI (US), among others in the agentic AI market. The report also helps stakeholders understand the pulse of the agentic AI market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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