

AI-based Image Analysis Market by Deployment Mode (On-premises, Cloud-based), Technology (Deep Learning, Traditional Machine Learning, Hybrid & Other AI Technologies), End-use Industry and Region - Global Forecast to 2030

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Abstracts

The global AI-based image analysis market is projected to grow from USD 13.07 billion in 2025 to USD 36.36 billion by 2030, at a CAGR of 22.7% from 2025 to 2030. The growth of the market is attributed to the growing integration of ML and DL technologies, inclination toward cloud computing, and increasing demand for edge computing solutions for real-time image analysis. The demand for AI-based image analysis is rapidly increasing in the automotive and manufacturing sectors. In the automotive industry, AI-based image analysis is being leveraged for autonomous driving systems, where real-time object detection, lane identification, and driver monitoring require a high-speed visual interpretation.

“By technology, deep learning segment to account for largest market share in 2030”

Deep learning is a major technology in the AI-based image analysis market, which uses technology like Convolutional Neural Networks (CNNs), transformers, and GANs to remove complex features from pictures. This manual feature enables high-compatibility functions such as object detection, segmentation, and pattern recognition without the need for engineering. Deep learning is particularly important in areas such as healthcare, where it diagnoses with radiology and pathology images, and in manufacturing, where it automatically checks the quality of the product. In addition, deep learning models benefit from scalability, constant learning, and compatibility with complex and unnecessary image data. Edge AI (on-device infection), generative AI models (e.g., GANs), and the growth of transformer-based vision models further

enhance its integration in real-world AI-image analysis applications.

“Manufacturing segment to capture largest share of AI-based image analysis market during forecast period”

AI-based image analysis techniques are changing manufacturing by increasing quality control, assembly inspection, equipment monitoring, and electronics inspections. In July, the National Institute of Standards and Technology (NIST) announced an investment of USD 70 million to establish a new institute that focuses on taking advantage of AI to increase the flexibility of American manufacturing. This initiative aims to enhance manufacturing resilience using AI and demonstrate the US government's commitment to advancing AI technology, boosting market growth and solidifying the US as a global leader in AI-based image analysis. With progress in machine vision and edge computing, AI image analysis is rapidly integrated into smart factories and robotic systems.

“US to be largest market for AI-based image analysis in North America.”

AI-based image analysis in the US is growing rapidly due to significant federal investments and innovations by major companies. In May 2023, the US National Science Foundation announced an investment of USD 140 million to set up seven new National Artificial Intelligence Research Institutes. These institutions will promote state-of-the-art AI research and development and cooperation between academics. Major companies such as Google, IBM, Microsoft, Oracle, Amazon, and Cognex Corporation are making significant innovations that are supporting market growth. In July 2024, the US Department of Commerce's NIST announced a funding opportunity of up to USD 70 million for a new AI-focused Manufacturing USA institute. This initiative aims to enhance manufacturing resilience using AI and demonstrate the US government's commitment to advancing AI technology, boosting market growth and solidifying the US as a global leader in AI-based image analysis.

Extensive primary interviews were conducted with key industry experts in the AI-based image analysis market space to determine and verify the market size for various segments and subsegments of the market. The breakup of primary participants for the report is shown below: The study contains insights from various industry experts, from component suppliers to Tier 1

Companies and OEMs. The breakup of the primaries is as follows:

By Company Type: Tier 1 – 40%, Tier 2 – 35%, and Tier 3 – 25%

By Designation: C-level Executives – 45%, Directors – 35%, and Others – 20%

By Region: North America – 30%, Europe – 22%, Asia Pacific – 40%, and RoW – 8%

Note: Three tiers of companies are defined based on their total revenue as of 2024; tier 1: revenue more than or equal to USD 500 million, tier 2: revenue between USD 100 million and USD 500 million, and tier 3: revenue less than or equal to USD 100 million. Other designations include sales and marketing executives and researchers, as well as members of various AI-based image analysis organizations.

NVIDIA Corporation (US), Microsoft Corporation (US), Intel Corporation (US), Alphabet Inc. (US), Amazon.com, Inc. (US), IBM (US), Oracle (US), Cognex Corporation (US), ContextVision (Sweden), and GE Healthcare (US), among others, are the key players in the AI-based image analysis market.

The study includes an in-depth competitive analysis of these key players in the AI-based image analysis market, as well as their company profiles, recent developments, and key market strategies.

Research Coverage:

This research report categorizes the AI-based image analysis market based on technology (deep learning, traditional machine learning, and hybrid and other AI technologies), deployment mode (on-premises, cloud-based), end-use industry (healthcare, retail & e-commerce, automotive & transportation, manufacturing, and other end-use industries), and region (North America, Europe, Asia Pacific, and RoW). The report describes the major drivers, restraints, challenges, and opportunities pertaining to the AI-based image analysis market and forecasts the same till 2030. The report also consists of leadership mapping and analysis of all the companies included in the AI-based image analysis ecosystem.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants in this market by providing information on the closest approximations of the revenue numbers for the overall AI-

based image analysis market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Growing integration of ML and DL technologies and inclination toward cloud computing, Increasing demand of edge computing solutions for real-time image analysis, and Surging need for AI-based image analysis in automotive and manufacturing industries) restraints (Data privacy concerns and Dependence on high-quality data for accurate results), opportunities (Growing demand and technological innovations in healthcare and Growing demand for optical character recognition technology from AI image analysis providers) and challenges (High data storage and management costs) influencing the growth of the AI-based image analysis market

Product Development/Innovation: Detailed insights into upcoming technologies, research and development activities, and the latest product and service launches in the AI-based image analysis market

Market Development: Comprehensive information about lucrative markets – the report analyzes the AI-based image analysis market across varied regions.

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the AI-based image analysis market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players, such as NVIDIA Corporation (US), Microsoft Corporation (US), Intel Corporation (US), Alphabet Inc. (US), Amazon.com, Inc. (US), IBM (US), Oracle (US), Cognex Corporation (US), ContextVision (Sweden), GE Healthcare (US), Chooch (US), Kyungwoo Systech, Inc. (South Korea), LandingAI (US), ML6 (Belgium), and SenseTime (China) in the AI-based image analysis market

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