

# Artificial Intelligence (AI) Toolkit Market by Offering (Hardware, Software, Services), Technology (Natural Language Processing, Machine Learning), Vertical (BFSI, Retail & eCommerce, Healthcare & Life Sciences) and Region - Global Forecast to 2028

<https://marketpublishers.com/r/A34FD6C9F012EN.html>

Date: October 2023

Pages: 288

Price: US\$ 4,950.00 (Single User License)

ID: A34FD6C9F012EN

## Abstracts

The AI toolkit market is estimated at USD 19.5 billion in 2023 to reach USD 91.6 billion by 2028, at a Compound Annual Growth Rate (CAGR) of 36.2%. AI toolkits that generate content, including news articles, marketing materials, and social media posts, stand as a significant market driver in the AI toolkit landscape. These toolkits are revolutionizing content creation and distribution across industries by automating the production of high-quality, contextually relevant content at scale. This expedites content development, reduces costs, and expands content accessibility. Furthermore, AI-generated content extends beyond text-based materials to include AI-generated music, videos, images, and songs. This multifaceted approach opens new horizons for creative expression and marketing strategies, unlocking novel avenues for artists, content creators, and businesses to connect with their audiences. The ability of AI toolkits to cater to diverse content needs while maintaining quality and relevance is propelling their adoption, further driving innovation in this segment of the AI toolkit market.

The computer vision segment is expected to register the fastest growth rate during the forecast period. The utilization of computer vision in industrial automation is a central driver for the AI toolkit market. In industrial operations, computer vision is pivotal in robotic assembly, object tracking, and visual inspection tasks. It enables precision and efficiency in manufacturing processes, enhancing product quality and reducing errors. As industries increasingly embrace automation and smart manufacturing practices, the demand for AI toolkits incorporating computer vision capabilities is surging. These toolkits facilitate the integration of advanced vision systems into automated processes,

fostering innovation and driving the growth of the AI toolkit market for industrial applications.

The BFSI segment to hold the largest market size during the forecast period AI toolkits are pivotal in driving the AI toolkit market within the Banking, Financial Services, and Insurance (BFSI) sector. They are indispensable for real-time fraud detection, enabling financial institutions to swiftly identify and mitigate fraudulent activities. This is of paramount importance in safeguarding both customer assets and the institution's financial integrity. By harnessing the power of AI, these toolkits continuously analyze vast datasets to identify suspicious patterns and transactions, allowing for immediate action. As the prevalence of financial fraud escalates, the demand for AI toolkits in fraud detection continues to surge, making it a central driver in the growth of the AI toolkit market in the BFSI sector.

Asia Pacific highest growth rate during the forecast period.

Agriculture-focused AI toolkits drive the Asia Pacific AI toolkit market by revolutionizing the agriculture sector. These toolkits are instrumental in the advancement of precision agriculture, farm management, and the development of smart farming technologies. With the region's substantial population, there's a growing demand for sustainable farming practices. AI toolkits empower precision agriculture, enhancing crop yields, efficient resource utilization, and environmental sustainability. These tools provide valuable insights into soil conditions, weather, and crop health, enabling data-driven decisions and minimizing resource wastage. As a result, adoption is increasing, addressing food security, and propelling the overall AI toolkit market in Asia Pacific.

#### Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 45%, and Tier 3 – 20%

By Designation: C-level – 35%, D-level – 25%, and Others – 40%

By Region: North America – 30%, Europe – 30%, Asia Pacific – 25%, Middle East & Africa – 10%, and Latin America- 5%.

The major players in the AI Toolkit market include Microsoft (US), Google (US), IBM (US), Oracle (US), Thales Group (France), Salesforce (US), Intel (US), Adobe (US), Meta Platforms (US), AWS (US), NVIDIA Corporation (US), H2O.ai (US), Alteryx (US), Altair (US), KNIME (Switzerland), DataRobot (US), Jasper (US), Rasa (US), SuperAnnotate (US), OpenAI (US), Obviously AI (US), Fiddler AI (US), Determined AI (US), Snorkel AI (US), Levity AI (Germany), Union AI (US), Attri AI (US), Regie.ai (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their AI toolkit market footprint.

## Research Coverage

The market study covers the AI toolkit market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offering (hardware, software, services), application (natural language processing, machine learning, computer vision, deep learning, robotic process automation, and other applications (speech recognition, anomaly detection, and predictive maintenance) ), vertical (BFSI; retail & eCommerce; healthcare & life sciences; media & entertainment; aerospace & defense; IT & ITeS; telecom; real estate; manufacturing; automotive, transportation, & logistics; and other verticals (education, agriculture, government, and energy & utilities), and Region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

## Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global AI Toolkit market's revenue numbers and 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. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (evolution of language model concept in AI and growing adoption of AutoML to train high-quality models), restraints (lack of standardization in AI toolkit

market and lack of skilled AI professionals), opportunities (growth in data generated by IoT devices creating new opportunities and market penetration of AI toolkit vendors into healthcare and financial services sector), and challenges (concerns related to AI transparency, explainability, and biases and data privacy and security concerns) influencing the growth of the AI toolkit market. Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product and service launches in the AI toolkit market. Market Development: Comprehensive information about lucrative markets – the report analyses the AI Toolkit market across various regions. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AI Toolkit market. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players Microsoft (US), Google (US), IBM (US), Oracle (US), Thales Group (France), Salesforce (US), Intel (US), Adobe (US), Meta Platforms (US), AWS (US), NVIDIA Corporation (US), H2O.ai (US), Alteryx (US), Altair (US), KNIME (Switzerland), DataRobot (US), Jasper (US), Rasa (US), SuperAnnotate (US), OpenAI (US), Obviously AI (US), Fiddler AI (US), Determined AI (US), Snorkel AI (US), Levity AI (Germany), Union AI (US), Attri AI (US), Regie.ai (US).

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\*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

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