

Artificial Intelligence in Retail Market by Solution (Personalized Product Recommendation, Visual Search, Virtual Stores, Virtual Customer Assistant, CRM), Type (Generative AI, Other AI), End-user (Online, Offline) - Global Forecast to 2030

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Abstracts

The Artificial intelligence in retail market is estimated to be USD 31.12 billion in 2024 to USD 164.74 billion in 2030 at a CAGR of 32.0% from 2024 to 2030. One of the primary drivers for AI adoption in retail is the growing consumer demand for personalized shopping experiences. AI technologies such as machine learning and natural language processing enable retailers to analyze large volumes of consumer data to understand preferences and behavior patterns. This data-driven insight allows retailers to offer personalized recommendations, targeted promotions, and tailor-made marketing strategies. AI solutions are becoming essential for businesses seeking to enhance customer engagement and satisfaction due to hyper-personalization in the retail market.

“During the forecast period, the marketing and sales business function contributed the largest market share in the artificial intelligence in the retail market.”

AI in retail is changing the marketing and sales business functions by offering superior tools and business insights that enhance customer engagement, personalize marketing efforts, and optimize sales processes. AI Chatbots and AI virtual assistants can help to improve customers' experience by offering prompt support and helping them navigate throughout the buying process. AI revolutionizes marketing by enabling hyper-personalized campaigns and product recommendations; companies such as Amazon and eBay use AI to analyze customer data and preferences, helping them deliver personalized ads, product suggestions, and promotions. Another application of AI is dynamic pricing, where the prices can change as frequently as in real life depending on

the demand, competition, and customers' behavior. AI also assists in managing customer loyalty programs by targeting relevant customers with targeted messages. Generative AI is used to automate content creation for marketing, including emails and advertisements. Some key players at the forefront of using AI in marketing and sales include Alibaba, H&M, and Nike.

"The visual search solution is projected to register the highest CAGR during the forecast period."

Visual search employs AI to make it easier for customers to search for products by uploading images and getting similar products, changing the shopping experience. This technology showcased higher usage in the fashion industry and in home decor. AI-driven visual search tracks customer's search history and needs to provide customized solutions. Visual search technology makes shopping online and offline identical by interconnecting them. Consumers can snap images of the goods they are interested in and conduct a visual search to get their details online. This makes it easier for the customer to buy the needed products, thus increasing convenience. Retailers can also use visual search to manage their stock since they get to keep an eye on their current stock and know when certain products need to be renewed. E-commerce giants such as ASOS have implemented visual search technology to enhance the shopping experience among consumers.

"Middle East & Africa will register the highest growth rate during the forecast period."

Middle Eastern retail market is estimated to grow at a higher growth due to several key factors, such as governments promoting AI adoption and businesses heavily investing in UAE and KSA. The e-commerce sector also compels retailers to explore AI solutions to understand online consumer behavior better and optimize their digital marketing strategies. Additionally, retailers leverage data analytics to improve in-store layouts and visual merchandising, enhancing the overall shopping experience. Presight's strategic alliance with Intel aims to foster advanced AI solutions across the Middle East, indicating a strong trend toward harnessing AI for improved customer insights and enhanced in-store shopping experiences. Developing nations such as South Africa and the UAE are anticipated to see notable growth, driven by e-commerce advancements encouraging retailers to adopt AI-driven strategies.

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 – 62%, Tier 2 – 23%, and Tier 3 – 15%

By Designation: C-level –50%, D-level – 30%, and Managers – 20%

By Region: North America – 38%, Europe – 15%, Asia Pacific – 35%, Middle East & Africa- 7%, and Latin America- 5%.

The major players in the Artificial intelligence in retail market are Microsoft (US), IBM (US), Google (US), Amazon (US), Oracle (US), Salesforce (US), NVIDIA (US), SAP (Germany), Servicenow (US), Accenture (Ireland), Infosys (India), Alibaba (China), Intel (US), AMD (US), Fujitsu (Japan), Capgemini (France), TCS (India), Talkdesk (US), Symphony AI (US), Bloomreach (US), C3.AI (US), Visenze (Singapore), Pathr.ai (US), Vue.AI (US), Nextail (Spain), Daisy Intelligence (Canada), Cresta (US), Mason (US), Syte(Israel), Trax(Singapore), Feedzai(US) and Shopic(Israel). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their artificial intelligence in retail footprint.

Research Coverage

The market study covers the artificial intelligence in retail market size across different segments. It aims to estimate the market size and the growth potential across various segments, including offering, infrastructure platform, application performance platform, security platform, digital experience platform, workforce operations platform, vertical, and region. 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 market leaders and new entrants with information on the closest approximations of the global artificial intelligence in retail market's revenue numbers and subsegments. It will also 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 (increasing adoption of conversational AI in retail for advice and recommendations, evolving consumer expectations and social commerce integration, enhancing checkout experiences with AI-powered automation, data-driven decision making), restraints (high implementation costs, data privacy and security), opportunities (AI-powered customer engagement, enhanced decision-making with predictive analytics, AI in supply chain optimization) and challenges (addressing rising theft and fraud issues, integration with legacy systems, ethical concerns in AI) influencing the growth of the artificial intelligence in retail market.

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product and service launches in the artificial intelligence in retail market. **Market Development:** Comprehensive information about lucrative markets – the report analyses various regions' artificial intelligence in retail markets. **Market Diversification:** Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the artificial intelligence in retail market. **Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Microsoft (US), IBM (US), Google (US), Amazon (US), Oracle (US), Salesforce (US), NVIDIA (US), SAP (Germany), Servicenow (US), Accenture (Ireland), Infosys (India), Alibaba (China), Intel (US), AMD (US), Fujitsu (Japan), Capgemini (France), TCS (India), Talkdesk (US), Symphony AI (US), Bloomreach (US), C3.AI (US), Visenze (Singapore), Pathr.ai (US), Vue.AI (US), Nextail (Spain), Daisy Intelligence (Canada), Cresta (US), Mason (US), Syte (Israel), Trax (Singapore), Feedzai (US) and Shopic (Israel).

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