

# **Conversational AI Market by Offering, Conversational Interface, Business Function (Sales & Marketing, HR, ITSM), Channel, Technology, Vertical (BFSI, Retail & eCommerce, Healthcare & Life Sciences) and Region - Global Forecast to 2028**

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## **Abstracts**

The conversational AI market is expected to grow from USD 10.7 billion in 2023 to USD 29.8 billion by 2028, at a CAGR of 22.6% during the forecast period. There are several commercial utilizes for artificial intelligence (AI) and machine learning. Moreover, the expansion of business across Asian countries would help to strengthen the dominance in the Conversational AI market and garner healthy financials. The integration of predictive analytics technologies and data sources, along with significant advancements in NLP, will soon enable businesses to extract meaningful insights from the conversations in real time.

The chatbots segment is anticipated to have the largest market size during the forecast period

A developing trend that will likely help businesses much when it is integrated into conversational AI is the use of artificial intelligence (AI) to power virtual assistants. The growth of the chatbots segment is attributed to the increasing demand for AI-powered chatbots for various use cases across verticals. The ChatGPT has the capacity to evaluate enormous data sets and offer timely insights. ChatGPT is an AI chatbot that response to the users written prompts and deliver new human-like text or images and videos generated by the AI.

The HR segment is registered to grow at the highest CAGR during the forecast period

Conversational AI can aid in streamlining the HR recruitment process by automating candidate screening, appointments, interactions, and selection through a contemporary conversational experience. It offers each employee a unique experience. In general, HR uses an average of five to ten systems to answer an employee question, produce a report, or create a business case. On the other hand, a conversational AI-powered HR tool works as a seamless, cohesive unit that enables anyone to access information or carry out duties by simply making a simple request. It also assists in prioritizing an organization's strategic tasks.

Among Vertical, BFSI vertical is anticipated to have the largest market size during the forecast period

The increased penetration of smartphones and tablets has made it easy for BFSI stakeholders to deploy bots on various communication platforms to engage with customers. The increasing trend of deploying chatbots and virtual agents has resulted in enhanced ROI and increased customer acquisition, loyalty, and brand marketing. Some of the key functions of intelligent virtual assistants and chatbots in BFSI include account management, frequent customer alerts and reminders, credit and loan application updates, branch and ATM locators, insurance applications, and customer surveys. It also benefits customers in terms of financial advice, 24/7 access, product cross-selling, and payment transactions.

North America to account for the largest market size during the forecast period

North America is expected to have the largest market share in the conversational AI market. North America is one of the leading markets for Conversational AI in terms of market share. Organizations in various countries of this region have leveraged AI, ML, and deep learning technologies as a part of their ongoing business process to stay ahead in the market. The countries have a well-established economy, which enables conversational AI vendors to invest in new technologies. Furthermore, the region is regarded as the center of innovation where IT giants are rolling out new offerings, and aggressive collaborations are taking place pertaining to the conversational AI market.

#### Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Conversational AI market.

By Company: Tier I: 34%, Tier II: 43%, and Tier III: 23%

By Designation: C-Level Executives: 50%, Directors: 30%, and Others: 20%

By Region: North America: 40%, Asia Pacific: 30%, Europe: 20%, Middle East & Africa: 5%, Latin America: 5%

The report includes the study of key players offering Conversational AI solutions and services. It profiles major vendors in the global Conversational AI market. The major vendors in the global Conversational AI market include IBM (US), Microsoft (US), Google (US), AWS (US), Artificial Solutions (Sweden), Baidu (China), SAP (Germany), Oracle (US), OpenAI (US), Kore.ai (US), LivePerson (US), Avaamo (US), SoundHound (US), Kasisto (US), MindMeld (US), Solvvy (US), Creative Virtual (UK), Pypestream (US), Saarthi.ai (India), Inbenta (US), Conversica (US), Haptik (India), Gupshup (US), Cognigy (Germany), Yellow.ai (US), AssemblyAI (US), Senseforth.ai (US), Rasa (Germany), Rulai (US), Exceed.ai (US), Clinc (US), and Laiye (China).

## Research Coverage

The market study covers the Conversational AI market across segments. It aims at estimating the market size and the growth potential of this market across different segments, such as offering, business function, channel, technology, conversational interface, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

## 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 Conversational 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 (rising demand to embrace AI-powered digital experience across government sector, Growing focus on customer engagement and retention), restraints (privacy and security breaches), opportunities (increasing usage of generative models in Conversational AI, rising demand of conversational commerce for better purchasing experience and streamline business process), and challenges (apprehensiveness over disclosing personal or sensitive information) influencing the growth of the Conversational AI market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the Conversational AI Market

**Market Development:** Comprehensive information about lucrative markets – the report analyses the Conversational AI Market market across varied regions

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Conversational AI Market strategies. The report also helps stakeholders understand the speech analytics and NLP market and provides them with information on key market drivers, restraints, challenges, and opportunities

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players like IBM (US), Microsoft (US), Google (US), AWS (US), Artificial Solutions (Sweden), Baidu (China), SAP (Germany), Oracle (US), OpenAI (US), Kore.ai (US), LivePerson (US), Avaamo (US), SoundHound (US), Kasisto (US), MindMeld (US), Solvvy (US), Creative Virtual (UK), Pypestream (US) Saarthi.ai (India), Inbenta (US), Conversica (US), Haptik (India), Gupshup (US), Cognigy (Germany), Yellow.ai (US), AssemblyAI (US), Senseforth.ai (US), Rasa (Germany), Rulai (US), Exceed.ai (US), Clinc (US), and Laiye (China) among others in the conversational AI Market

## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
  - 1.3.1 MARKET SEGMENTATION
  - 1.3.2 REGIONS COVERED
- 1.4 YEARS CONSIDERED
- 1.5 CURRENCY CONSIDERED
- 1.6 STAKEHOLDERS
- 1.7 SUMMARY OF CHANGES
  - 1.7.1 IMPACT OF RECESSION

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - FIGURE 1 CONVERSATIONAL AI MARKET: RESEARCH DESIGN
    - 2.1.1 SECONDARY DATA
    - 2.1.2 PRIMARY DATA
  - TABLE 1 PRIMARY INTERVIEWS
    - 2.1.2.1 Breakup of primary profiles
    - 2.1.2.2 Key industry insights
- 2.2 MARKET BREAKUP AND DATA TRIANGULATION
  - FIGURE 2 DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
  - FIGURE 3 CONVERSATIONAL AI MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES
    - 2.3.1 TOP-DOWN APPROACH
    - 2.3.2 BOTTOM-UP APPROACH
  - FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 1 (SUPPLY SIDE): REVENUE FROM SOLUTIONS/SERVICES
  - FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 2, BOTTOM UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES
  - FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 3, BOTTOM UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES
  - FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 4, BOTTOM

UP (DEMAND SIDE): SHARE OF CONVERSATIONAL AI THROUGH OVERALL CONVERSATIONAL AI SPENDING

2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.5 COMPANY EVALUATION MATRIX METHODOLOGY

2.6 START-UP/SME EVALUATION MATRIX METHODOLOGY

FIGURE 8 START-UP/SME EVALUATION MATRIX: CRITERIA WEIGHTAGE

2.7 RESEARCH ASSUMPTIONS

2.8 STUDY LIMITATIONS

2.9 IMPACT OF RECESSION ON GLOBAL CONVERSATIONAL AI MARKET

### **3 EXECUTIVE SUMMARY**

TABLE 3 GLOBAL CONVERSATIONAL AI MARKET SIZE AND GROWTH RATE, 2018–2022 (USD MILLION, Y-O-Y%)

TABLE 4 GLOBAL CONVERSATIONAL AI MARKET SIZE AND GROWTH RATE, 2023–2028 (USD MILLION, Y-O-Y%)

FIGURE 9 SOLUTIONS SEGMENT TO DOMINATE MARKET IN 2023

FIGURE 10 TRAINING AND CONSULTING TO HOLD LARGEST MARKET SHARE IN 2023

FIGURE 11 CHATBOTS TO DOMINATE MARKET, BY CONVERSATIONAL INTERFACE, IN 2023

FIGURE 12 ML AND DEEP LEARNING SEGMENT TO LEAD MARKET, BY TECHNOLOGY, IN 2023

FIGURE 13 MOBILE APPS SEGMENT TO DOMINATE MARKET IN 2023

FIGURE 14 SALES AND MARKETING TO HOLD LARGEST MARKET SHARE, BY BUSINESS FUNCTION (2023)

FIGURE 15 SALES AND MARKETING, BY APPLICATION: CUSTOMER ENGAGEMENT AND RETENTION TO COMMAND LARGEST SHARE, 2023

FIGURE 16 FINANCE AND ACCOUNTING, BY APPLICATION: CUSTOMER SUPPORT AND PROCUREMENT MANAGEMENT TO GARNER LEADING SHARES, 2023

FIGURE 17 HR, BY APPLICATION: EMPLOYEE ENGAGEMENT AND ONBOARDING TO DOMINATE APPLICATIONS MARKET, 2023

FIGURE 18 OPERATIONS AND SUPPLY CHAIN, BY APPLICATION: WORKFLOW OPTIMIZATION SEGMENT TO DOMINATE MARKET, 2023

FIGURE 19 ITSM, BY APPLICATION: INCIDENT MANAGEMENT AND COST OPTIMIZATION TO REGISTER LARGEST MARKET SHARES, 2023

FIGURE 20 HEALTHCARE AND LIFE SCIENCES SEGMENT TO GROW AT

HIGHEST CAGR IN 2023

FIGURE 21 GEOGRAPHICAL SNAPSHOT: NORTH AMERICA TO COMMAND  
LARGEST MARKET SHARE IN 2023

## **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE OPPORTUNITIES IN CONVERSATIONAL AI MARKET

FIGURE 22 RISING DEMAND TO EMBRACE AI-POWERED DIGITAL EXPERIENCE  
ACROSS GOVERNMENT SECTOR TO DRIVE MARKET GROWTH

4.2 OVERVIEW OF RECESSION IMPACT ON CONVERSATIONAL AI MARKET

FIGURE 23 CONVERSATIONAL AI MARKET TO WITNESS MINOR DECLINE IN Y-O-Y  
GROWTH IN 2023

4.3 CONVERSATIONAL AI MARKET: TOP THREE BUSINESS FUNCTIONS

FIGURE 24 HR BUSINESS FUNCTION SEGMENT TO GROW AT HIGHEST CAGR

4.4 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY OFFERING AND  
VERTICAL

FIGURE 25 CONVERSATIONAL AI SOLUTIONS AND BFSI VERTICAL TO HOLD  
LARGEST MARKET SHARES IN NORTH AMERICA IN 2023

4.5 CONVERSATIONAL AI MARKET: BY REGION

FIGURE 26 NORTH AMERICA TO HOLD LARGEST MARKET SHARE IN 2023

## **5 MARKET OVERVIEW AND INDUSTRY TRENDS**

5.1 INTRODUCTION

5.2 CONVERSATIONAL AI: EVOLUTION

FIGURE 27 EVOLUTION OF CONVERSATIONAL AI

5.3 CONVERSATIONAL AI: ARCHITECTURE

FIGURE 28 CONVERSATIONAL AI: HIGH-LEVEL ARCHITECTURE OVERVIEW

5.4 MARKET DYNAMICS

FIGURE 29 CONVERSATIONAL AI MARKET: DRIVERS, RESTRAINTS,  
OPPORTUNITIES, AND CHALLENGES

5.4.1 DRIVERS

5.4.1.1 Increasing demand for AI-powered customer support services

5.4.1.2 Omnichannel deployment and reduced chatbot development cost

5.4.1.3 Growing focus on customer engagement and retention

5.4.1.4 Rising demand to embrace AI-powered digital experience across government  
sector

5.4.2 RESTRAINTS

5.4.2.1 Privacy and security breaches



#### 5.4.2.2 Limitations of voice command authentication

### 5.4.3 OPPORTUNITIES

#### 5.4.3.1 Increasing usage of generative models in conversational AI

5.4.3.2 Rising demand for conversational commerce for better purchasing experience and streamlined business processes

5.4.3.3 Integration of advanced AI capabilities to add value to existing conversational AI offerings

### 5.4.4 CHALLENGES

#### 5.4.4.1 Apprehensiveness over disclosing personal or sensitive information

#### 5.4.4.2 Lack of accuracy in resolving queries

#### 5.4.4.3 Inability to effectively recognize customer intent and behavior

#### 5.4.4.4 Dearth of awareness

## 5.5 CONVERSATIONAL AI MARKET: ECOSYSTEM

### TABLE 5 CONVERSATIONAL AI MARKET: ECOSYSTEM

## 5.6 CASE STUDY ANALYSIS

### 5.6.1 BFSI

5.6.1.1 Case Study 1: Nova KBM Bank provides overall customer self-service with AI-powered contact centers

5.6.1.2 Case Study 2: Florida Blue provides members with visual IVR support using Kore.ai XO Platform

5.6.1.3 Case Study 3: HSBC implemented LivePerson's Conversation Builder platform to automate customer services queries and improve agent attrition

### 5.6.2 HEALTHCARE AND LIFE SCIENCES

5.6.2.1 Case Study 1: Conversational AI helped UCHHealth make healthcare more accessible for a large patient network

5.6.2.2 Case Study 2: HealthKart uses conversational AI to offer workouts on-demand

5.6.2.3 Case Study 3: Max Life Insurance Company harnesses conversational AI to automate email-based customer support

### 5.6.3 TELECOM

5.6.3.1 Case Study 1: Haptik increases local queries by 2.5X and decreases human interventions by 80% by utilizing Microsoft Azure Machine Translation models

5.6.3.2 Case Study 2: Telenor improves customer experience using conversational AI solution Telmi

### 5.6.4 TRAVEL AND HOSPITALITY

5.6.4.1 Case Study 1: Indigo boosts customer satisfaction to 87% with Yellow.ai conversational AI platform

5.6.4.2 Case Study 2: Equinox experienced a significant increase in leads with Haptik

### 5.6.5 IT AND ITES



5.6.5.1 Case Study 1: IHS Markit uses Conversica Intelligent Virtual Assistants to drive revenue opportunities

5.6.5.2 Case Study 2: CSG projects ROI of USD 39 million by implementing Open Question

#### 5.6.6 RETAIL AND E-COMMERCE

5.6.6.1 Case Study 1: Tata CLiQ increased monthly sales by 10X ROI by leveraging Gupshup's WhatsApp Business Solution

5.6.6.2 Case Study 2: Pepperfry uses Pep, an AI-powered chatbot, to improve customer experience

#### 5.6.7 MEDIA AND ENTERTAINMENT

5.6.7.1 Case Study 1: Linden Lab successfully boosts customer support with Haptik conversational AI solution

5.6.7.2 Case Study 2: SKY launched an automated conversational bot with the help of LivePerson's Conversational Cloud

#### 5.6.8 ENERGY AND UTILITIES

5.6.8.1 Case Study 1: ENN transitions to automated AI with IBM Watson Assistant

5.6.8.2 Case Study 2: Shell implemented Teneo platform to build digital employees to answer complex questions

#### 5.6.9 AUTOMOTIVE AND TRANSPORTATION

5.6.9.1 Case Study 1: Conversational AI from Rezo for automobile company CarDekho

5.6.9.2 Case Study 2: Skoda deployed Teneo to deliver superior customer service experience, enhance customer journey, and improve website conversion rates

#### 5.6.10 GOVERNMENT

5.6.10.1 Case Study 1: State of New Jersey and IBM Consulting help citizens more efficiently with IBM virtual agents

#### 5.6.11 EDUCATION

5.6.11.1 Case Study 1: Doubtnut increases learner engagement by 260% with Gupshup conversational AI solution

### 5.7 TECHNOLOGY ANALYSIS

#### 5.7.1 RELATED TECHNOLOGY

5.7.1.1 Machine Learning and Deep Learning

5.7.1.2 Natural Language Processing

5.7.1.3 Natural Language Understanding

5.7.1.4 Automated Speech Recognition

#### 5.7.2 ALLIED TECHNOLOGIES

5.7.2.1 IoT

5.7.2.2 Big Data

5.7.2.3 AR/VR/Metaverse

## 5.8 SUPPLY/VALUE CHAIN ANALYSIS

### FIGURE 30 SUPPLY/VALUE CHAIN ANALYSIS

## 5.9 PORTER'S FIVE FORCES ANALYSIS

### FIGURE 31 PORTER'S FIVE FORCES ANALYSIS

#### TABLE 6 PORTER'S FIVE FORCES ANALYSIS

##### 5.9.1 THREAT FROM NEW ENTRANTS

##### 5.9.2 THREAT FROM SUBSTITUTES

##### 5.9.3 BARGAINING POWER OF SUPPLIERS

##### 5.9.4 BARGAINING POWER OF BUYERS

##### 5.9.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.10 PRICING MODEL ANALYSIS

### TABLE 7 CONVERSATIONAL AI MARKET: PRICING MODEL ANALYSIS, 2023

## 5.11 TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS

### FIGURE 32 CONVERSATIONAL AI MARKET: TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS

## 5.12 PATENT ANALYSIS

##### 5.12.1 METHODOLOGY

##### 5.12.2 DOCUMENT TYPE

#### TABLE 8 PATENTS FILED, 2021–2023

##### 5.12.3 INNOVATION AND PATENT APPLICATIONS

### FIGURE 33 TOTAL NUMBER OF PATENTS GRANTED, 2021–2023

##### 5.12.3.1 Top applicants

### FIGURE 34 TOP TEN COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2021–2023

#### TABLE 9 TOP TEN PATENT OWNERS, 2021–2023

## 5.13 KEY CONFERENCES & EVENTS, 2023–2024

#### TABLE 10 DETAILED LIST OF CONFERENCES & EVENTS, 2023–2024

## 5.14 REGULATORY LANDSCAPE

### TABLE 11 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### TABLE 12 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### TABLE 13 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### TABLE 14 MIDDLE EAST AND AFRICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### TABLE 15 LATIN AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

## 5.15 KEY STAKEHOLDERS AND BUYING CRITERIA

#### 5.15.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 35 KEY STAKEHOLDERS IN BUYING BEHAVIOR: TOP THREE APPLICATIONS

TABLE 16 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE APPLICATIONS (%)

#### 5.15.2 BUYING CRITERIA

FIGURE 36 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

TABLE 17 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

## 6 CONVERSATIONAL AI MARKET, BY OFFERING

### 6.1 INTRODUCTION

#### 6.1.1 OFFERINGS: CONVERSATIONAL AI MARKET DRIVERS

FIGURE 37 SERVICES SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 18 CONVERSATIONAL AI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 19 CONVERSATIONAL AI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

### 6.2 SOLUTIONS

#### 6.2.1 ENHANCED BUSINESS OPERATIONS AND OPERATIONAL EFFECTIVENESS TO DRIVE DEMAND FOR SOLUTIONS

TABLE 20 CONVERSATIONAL AI SOLUTIONS MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 21 CONVERSATIONAL AI SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

### 6.3 SERVICES

FIGURE 38 SYSTEM INTEGRATION AND IMPLEMENTATION TO REGISTER HIGHEST CAGR IN 2023

TABLE 22 CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 23 CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 24 CONVERSATIONAL AI SERVICES MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 25 CONVERSATIONAL AI SERVICES MARKET, BY REGION, 2023–2028 (USD MILLION)

#### 6.3.1 TRAINING AND CONSULTING

6.3.1.1 Training and consulting services play a crucial role in managing operations

and technology updates

TABLE 26 TRAINING AND CONSULTING SERVICES MARKET, BY REGION,  
2018–2022 (USD MILLION)

TABLE 27 TRAINING AND CONSULTING SERVICES MARKET, BY REGION,  
2023–2028 (USD MILLION)

### 6.3.2 SYSTEM INTEGRATION AND IMPLEMENTATION

6.3.2.1 System integration and implementation services to gain traction due to the rising need to ensure effective system communication

TABLE 28 SYSTEM INTEGRATION AND IMPLEMENTATION SERVICES MARKET,  
BY REGION, 2018–2022 (USD MILLION)

TABLE 29 SYSTEM INTEGRATION AND IMPLEMENTATION SERVICES MARKET,  
BY REGION, 2023–2028 (USD MILLION)

### 6.3.3 SUPPORT AND MAINTENANCE

6.3.3.1 Demand for support and maintenance services to increase with rising conversational AI deployment

TABLE 30 SUPPORT AND MAINTENANCE SERVICES MARKET, BY REGION,  
2018–2022 (USD MILLION)

TABLE 31 SUPPORT AND MAINTENANCE SERVICES MARKET, BY REGION,  
2023–2028 (USD MILLION)

## 7 CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION

### 7.1 INTRODUCTION

#### 7.1.1 BUSINESS FUNCTION: CONVERSATIONAL AI MARKET DRIVERS

FIGURE 39 SALES AND MARKETING SEGMENT TO ACCOUNT FOR LARGEST  
MARKET SHARE IN 2023

TABLE 32 CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2018–2022  
(USD MILLION)

TABLE 33 CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2023–2028  
(USD MILLION)

### 7.2 SALES AND MARKETING

7.2.1 GROWING NEED TO RECOGNIZE CUSTOMER PURCHASING PATTERNS  
TO BOOST DEMAND FOR CONVERSATIONAL AI SOLUTIONS

TABLE 34 CONVERSATIONAL AI MARKET FOR SALES AND MARKETING, BY  
REGION, 2018–2022 (USD MILLION)

TABLE 35 CONVERSATIONAL AI MARKET FOR SALES AND MARKETING, BY  
REGION, 2023–2028 (USD MILLION)

#### 7.2.2 SALES AND MARKETING APPLICATIONS

FIGURE 40 CUSTOMER ENGAGEMENT AND RETENTION TO HOLD LARGEST

## SHARE IN 2023

TABLE 36 CONVERSATIONAL AI MARKET FOR SALES AND MARKETING, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 37 CONVERSATIONAL AI MARKET FOR SALES AND MARKETING, BY APPLICATION, 2023–2028 (USD MILLION)

7.2.2.1 Customer engagement and retention

7.2.2.2 Branding and advertisement

7.2.2.3 Campaign management

7.2.2.4 Personalized recommendations

7.2.2.5 Other sales and marketing applications

## 7.3 FINANCE AND ACCOUNTING

7.3.1 SUPPORT FOR TRACKING OUTSTANDING INVOICES AND AUTOMATING FOLLOW-UPS TO DRIVE EMPHASIS ON CONVERSATIONAL AI

TABLE 38 CONVERSATIONAL AI MARKET FOR FINANCE AND ACCOUNTING, BY REGION, 2018–2022 (USD MILLION)

TABLE 39 CONVERSATIONAL AI MARKET FOR FINANCE AND ACCOUNTING, BY REGION, 2023–2028 (USD MILLION)

### 7.3.2 FINANCE AND ACCOUNTING APPLICATIONS

FIGURE 41 CUSTOMER SUPPORT SEGMENT TO DOMINATE MARKET IN 2023

TABLE 40 CONVERSATIONAL AI MARKET FOR FINANCE AND ACCOUNTING, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 41 CONVERSATIONAL AI MARKET FOR FINANCE AND ACCOUNTING, BY APPLICATION, 2023–2028 (USD MILLION)

7.3.2.1 Customer support

7.3.2.2 Procurement management

7.3.2.3 Expense tracking and reporting

7.3.2.4 Data privacy and compliance

7.3.2.5 Other finance and accounting applications

## 7.4 HR

7.4.1 NEED TO AUTOMATE EMPLOYEE ENGAGEMENT AND MANAGE COMPLEX ONBOARDING PROCESSES TO DRIVE ADOPTION

TABLE 42 CONVERSATIONAL AI MARKET FOR HR, BY REGION, 2018–2022 (USD MILLION)

TABLE 43 CONVERSATIONAL AI MARKET FOR HR, BY REGION, 2023–2028 (USD MILLION)

### 7.4.2 HR APPLICATIONS

FIGURE 42 EMPLOYEE ENGAGEMENT AND ONBOARDING SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2023

TABLE 44 CONVERSATIONAL AI MARKET FOR HR, BY APPLICATION, 2018–2022

(USD MILLION)

TABLE 45 CONVERSATIONAL AI MARKET FOR HR, BY APPLICATION, 2023–2028

(USD MILLION)

7.4.2.1 Employee engagement and onboarding

7.4.2.2 Performance management

7.4.2.3 Document management

7.4.2.4 Leave management

7.4.2.5 Other HR applications

7.5 OPERATIONS AND SUPPLY CHAIN

7.5.1 EFFICIENCY IN HANDLING COMPLEX OPERATIONS AND IMPROVED  
PRODUCTIVITY TO BOOST ADOPTION OF CONVERSATIONAL AI

TABLE 46 CONVERSATIONAL AI MARKET FOR OPERATIONS AND SUPPLY  
CHAIN, BY REGION, 2018–2022 (USD MILLION)

TABLE 47 CONVERSATIONAL AI MARKET FOR OPERATIONS AND SUPPLY  
CHAIN, BY REGION, 2023–2028 (USD MILLION)

7.5.2 OPERATIONS AND SUPPLY CHAIN APPLICATIONS

FIGURE 43 WORKFLOW OPTIMIZATION SEGMENT TO ACCOUNT FOR LARGEST  
MARKET SHARE IN 2023

TABLE 48 CONVERSATIONAL AI MARKET FOR OPERATIONS AND SUPPLY  
CHAIN, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 49 CONVERSATIONAL AI MARKET FOR OPERATIONS AND SUPPLY  
CHAIN, BY APPLICATION, 2023–2028 (USD MILLION)

7.5.2.1 Workflow optimization

7.5.2.2 Scheduling and routing

7.5.2.3 Inventory management

7.5.2.4 Vendor management

7.5.2.5 Other operations and supply chain applications

7.6 ITSM

7.6.1 POTENTIAL TO STREAMLINE IT PROCESSES AND HASTEN QUERY  
RESOLUTION TO BOOST ADOPTION

TABLE 50 CONVERSATIONAL AI MARKET FOR ITSM, BY REGION, 2018–2022  
(USD MILLION)

TABLE 51 CONVERSATIONAL AI MARKET FOR ITSM, BY REGION, 2023–2028  
(USD MILLION)

7.6.2 ITSM APPLICATIONS

FIGURE 44 INCIDENT MANAGEMENT TO DOMINATE MARKET TILL 2028

TABLE 52 CONVERSATIONAL AI MARKET FOR ITSM, BY APPLICATION,  
2018–2022 (USD MILLION)

TABLE 53 CONVERSATIONAL AI MARKET FOR ITSM, BY APPLICATION,



2023–2028 (USD MILLION)

7.6.2.1 Incident management

7.6.2.2 Cost optimization

7.6.2.3 Query handling

7.6.2.4 Knowledge management

7.6.2.5 Other ITSM applications

## **8 CONVERSATIONAL AI MARKET, BY CHANNEL**

### **8.1 INTRODUCTION**

### **8.2 CHANNEL: CONVERSATIONAL AI MARKET DRIVERS**

FIGURE 45 MESSAGING APPS SEGMENT EXPECTED TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 54 CONVERSATIONAL AI MARKET, BY CHANNEL, 2018–2022 (USD MILLION)

TABLE 55 CONVERSATIONAL AI MARKET, BY CHANNEL, 2023–2028 (USD MILLION)

### **8.3 MOBILE APPS**

8.3.1 PROLIFERATION OF SMARTPHONES TO OFFER OPPORTUNITIES FOR SOLUTION DEPLOYMENT

TABLE 56 CONVERSATIONAL AI MARKET FOR MOBILE APPS, BY REGION, 2018–2022 (USD MILLION)

TABLE 57 CONVERSATIONAL AI MARKET FOR MOBILE APPS, BY REGION, 2023–2028 (USD MILLION)

### **8.4 TELEPHONES**

8.4.1 NEED TO FACILITATE CONVERSATIONS BETWEEN CUSTOMERS AND BUSINESSES TO BOOST ADOPTION OF CONVERSATIONAL AI

TABLE 58 CONVERSATIONAL AI MARKET FOR TELEPHONES, BY REGION, 2018–2022 (USD MILLION)

TABLE 59 CONVERSATIONAL AI MARKET FOR TELEPHONES, BY REGION, 2023–2028 (USD MILLION)

### **8.5 MESSAGING APPS**

8.5.1 AI USE IN MESSAGING APPS SHOWS STRONG POTENTIAL TO ENHANCE CONSUMER EXPERIENCE

TABLE 60 CONVERSATIONAL AI MARKET FOR MESSAGING APPS, BY REGION, 2018–2022 (USD MILLION)

TABLE 61 CONVERSATIONAL AI MARKET FOR MESSAGING APPS, BY REGION, 2023–2028 (USD MILLION)

### **8.6 EMAILS AND WEBSITES**

8.6.1 GROWING NEED TO PROVIDE PRODUCT RECOMMENDATIONS TO WEBSITE VISITORS TO DRIVE MARKET GROWTH

TABLE 62 CONVERSATIONAL AI MARKET FOR EMAILS AND WEBSITES, BY REGION, 2018–2022 (USD MILLION)

TABLE 63 CONVERSATIONAL AI MARKET FOR EMAILS AND WEBSITES, BY REGION, 2023–2028 (USD MILLION)

## **9 CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE**

### **9.1 INTRODUCTION**

9.1.1 CONVERSATIONAL INTERFACE: CONVERSATIONAL AI MARKET DRIVERS

FIGURE 46 CHATBOTS SEGMENT TO GROW AT HIGHEST CAGR TILL 2028

TABLE 64 CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2018–2022 (USD MILLION)

TABLE 65 CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2023–2028 (USD MILLION)

### **9.2 CHATBOTS**

9.2.1 USE OF AI-BASED CHATBOTS TO AUTOMATE CONVERSATIONS TO REGISTER RAPID GROWTH

TABLE 66 CONVERSATIONAL AI MARKET FOR CHATBOTS, BY REGION, 2018–2022 (USD MILLION)

TABLE 67 CONVERSATIONAL AI MARKET FOR CHATBOTS, BY REGION, 2023–2028 (USD MILLION)

### **9.3 IVR**

9.3.1 GROWING ADOPTION ACROSS ENTERPRISES AND INDUSTRIES TO BOOST MARKET

TABLE 68 CONVERSATIONAL AI MARKET FOR IVR, BY REGION, 2018–2022 (USD MILLION)

TABLE 69 CONVERSATIONAL AI MARKET FOR IVR, BY REGION, 2023–2028 (USD MILLION)

### **9.4 IVA**

9.4.1 RISING EMPHASIS ON CONSUMER CONNECTION AND SERVICE TO PROPEL ADOPTION OF IVA

TABLE 70 CONVERSATIONAL AI MARKET FOR IVA, BY REGION, 2018–2022 (USD MILLION)

TABLE 71 CONVERSATIONAL AI MARKET FOR IVA, BY REGION, 2023–2028 (USD MILLION)

## **10 CONVERSATIONAL AI MARKET, BY TECHNOLOGY**

## 10.1 INTRODUCTION

### 10.2 TECHNOLOGY: CONVERSATIONAL AI MARKET DRIVERS

FIGURE 47 ML AND DEEP LEARNING TO SHOW HIGHEST GROWTH OVER FORECAST PERIOD

TABLE 72 CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2018–2022 (USD MILLION)

TABLE 73 CONVERSATIONAL AI MARKET, TECHNOLOGY, 2023–2028 (USD MILLION)

### 10.3 NLP

10.3.1 NEED TO RECOGNIZE HUMAN VOICES AND HANDLE QUERIES EFFECTIVELY TO DRIVE GROWTH OF NLP

TABLE 74 CONVERSATIONAL AI MARKET FOR NLP, BY REGION, 2018–2022 (USD MILLION)

TABLE 75 CONVERSATIONAL AI MARKET FOR NLP, BY REGION, 2023–2028 (USD MILLION)

### 10.4 ML AND DEEP LEARNING

10.4.1 GROWING FOCUS ON BUILDING AND MAINTAINING LOW-CODE APPS TO DRIVE MARKET

TABLE 76 CONVERSATIONAL AI MARKET FOR ML AND DEEP LEARNING, BY REGION, 2018–2022 (USD MILLION)

TABLE 77 CONVERSATIONAL AI MARKET FOR ML AND DEEP LEARNING, BY REGION, 2023–2028 (USD MILLION)

### 10.5 ASR

10.5.1 RISING NEED TO HANDLE CUSTOMER SERVICES AND RESOLVE CUSTOMER QUERIES ACROSS LARGE ENTERPRISES TO BOOST GROWTH

TABLE 78 CONVERSATIONAL AI MARKET FOR ASR, BY REGION, 2018–2022 (USD MILLION)

TABLE 79 CONVERSATIONAL AI MARKET FOR ASR, BY REGION, 2023–2028 (USD MILLION)

### 10.6 OTHER TECHNOLOGIES

TABLE 80 CONVERSATIONAL AI MARKET FOR OTHER TECHNOLOGIES, BY REGION, 2018–2022 (USD MILLION)

TABLE 81 CONVERSATIONAL AI MARKET FOR OTHER TECHNOLOGIES, BY REGION, 2023–2028 (USD MILLION)

## 11 CONVERSATIONAL AI MARKET, BY VERTICAL

### 11.1 INTRODUCTION

### 11.1.1 VERTICALS: CONVERSATIONAL AI MARKET DRIVERS

FIGURE 48 HEALTHCARE AND LIFE SCIENCES VERTICAL TO REGISTER FASTEST GROWTH

### 11.1.2 MAJOR USE CASES: BY VERTICAL

TABLE 82 CONVERSATIONAL AI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 83 CONVERSATIONAL AI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

## 11.2 BFSI

### 11.2.1 BFSI TO REGISTER HIGHEST ADOPTION OF CONVERSATIONAL AI

TABLE 84 CONVERSATIONAL AI MARKET FOR BFSI, BY REGION, 2018–2022 (USD MILLION)

TABLE 85 CONVERSATIONAL AI MARKET FOR BFSI, BY REGION, 2023–2028 (USD MILLION)

## 11.3 RETAIL AND ECOMMERCE

### 11.3.1 INCREASING DEPLOYMENT OF CONVERSATIONAL AI SOLUTIONS

TARGETED AT BOOSTING ENGAGEMENT AND LOYALTY

TABLE 86 CONVERSATIONAL AI MARKET FOR RETAIL AND ECOMMERCE, BY REGION, 2018–2022 (USD MILLION)

TABLE 87 CONVERSATIONAL AI MARKET FOR RETAIL AND ECOMMERCE, BY REGION, 2023–2028 (USD MILLION)

## 11.4 TELECOM

### 11.4.1 DRIVE TO IMPROVE CONTACT CENTER EFFICIENCY AND REDUCE

COSTS TO AUGMENT DEMAND FOR CONVERSATIONAL AI

TABLE 88 CONVERSATIONAL AI MARKET FOR TELECOM, BY REGION, 2018–2022 (USD MILLION)

TABLE 89 CONVERSATIONAL AI MARKET FOR TELECOM, BY REGION, 2023–2028 (USD MILLION)

## 11.5 MEDIA AND ENTERTAINMENT

### 11.5.1 RISING DEMAND FOR PERSONALIZED CUSTOMER EXPERIENCE TO

INCREASE ADOPTION OF CONVERSATIONAL AI

TABLE 90 CONVERSATIONAL AI MARKET FOR MEDIA AND ENTERTAINMENT, BY REGION, 2018–2022 (USD MILLION)

TABLE 91 CONVERSATIONAL AI MARKET FOR MEDIA AND ENTERTAINMENT, BY REGION, 2023–2028 (USD MILLION)

## 11.6 HEALTHCARE AND LIFE SCIENCES

### 11.6.1 EMPHASIS ON IMPROVING PATIENT MANAGEMENT, MONITORING, AND

EXPERIENCE TO SUPPORT USAGE OF CONVERSATIONAL AI

TABLE 92 CONVERSATIONAL AI MARKET FOR HEALTHCARE AND LIFE

SCIENCES, BY REGION, 2018–2022 (USD MILLION)

TABLE 93 CONVERSATIONAL AI MARKET FOR HEALTHCARE AND LIFE

SCIENCES, BY REGION, 2023–2028 (USD MILLION)

11.7 TRAVEL AND HOSPITALITY

11.7.1 EMPHASIS ON AUTOMATING BOOKING AND IMPROVING SCHEDULE  
MANAGEMENT INDICATES POTENTIAL FOR AI

TABLE 94 CONVERSATIONAL AI MARKET FOR TRAVEL AND HOSPITALITY, BY  
REGION, 2018–2022 (USD MILLION)

TABLE 95 CONVERSATIONAL AI MARKET FOR TRAVEL AND HOSPITALITY, BY  
REGION, 2023–2028 (USD MILLION)

11.8 AUTOMOTIVE AND TRANSPORTATION

11.8.1 FOCUS ON DRIVING CUSTOMER AWARENESS ABOUT CAR RELEASES,  
TEST DRIVES, AND NEW SYSTEMS TO PROPEL MARKET GROWTH

TABLE 96 CONVERSATIONAL AI MARKET FOR AUTOMOTIVE AND  
TRANSPORTATION, BY REGION, 2018–2022 (USD MILLION)

TABLE 97 CONVERSATIONAL AI MARKET FOR AUTOMOTIVE AND  
TRANSPORTATION, BY REGION, 2023–2028 (USD MILLION)

11.9 IT AND ITES

11.9.1 HIGH REQUIREMENTS FOR CUSTOMER CARE AND INTENSE  
COMPETITION TO PUSH USERS TOWARD ADVANCED SOLUTIONS

TABLE 98 CONVERSATIONAL AI MARKET FOR IT AND ITES, BY REGION,  
2018–2022 (USD MILLION)

TABLE 99 CONVERSATIONAL AI MARKET FOR IT AND ITES, BY REGION,  
2023–2028 (USD MILLION)

11.10 OTHER VERTICALS

TABLE 100 CONVERSATIONAL AI MARKET FOR OTHER VERTICALS, BY REGION,  
2018–2022 (USD MILLION)

TABLE 101 CONVERSATIONAL AI MARKET FOR OTHER VERTICALS, BY REGION,  
2023–2028 (USD MILLION)

## **12 CONVERSATIONAL AI MARKET, BY REGION**

12.1 INTRODUCTION

FIGURE 49 CONVERSATIONAL AI MARKET: GEOGRAPHIC SNAPSHOT, 2023 VS.  
2028

FIGURE 50 INDIA TO SHOW HIGHEST GROWTH DURING FORECAST PERIOD

TABLE 102 CONVERSATIONAL AI MARKET, BY REGION, 2018–2022 (USD  
MILLION)

TABLE 103 CONVERSATIONAL AI MARKET, BY REGION, 2023–2028 (USD

MILLION)

## 12.2 NORTH AMERICA

### 12.2.1 NORTH AMERICA: CONVERSATIONAL AI MARKET DRIVERS

### 12.2.2 NORTH AMERICA: IMPACT OF RECESSION

## FIGURE 51 NORTH AMERICA: MARKET SNAPSHOT

TABLE 104 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 105 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 106 NORTH AMERICA: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 107 NORTH AMERICA: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 108 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2018–2022 (USD MILLION)

TABLE 109 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2023–2028 (USD MILLION)

TABLE 110 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2018–2022 (USD MILLION)

TABLE 111 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 112 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY CHANNEL, 2018–2022 (USD MILLION)

TABLE 113 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY CHANNEL, 2023–2028 (USD MILLION)

TABLE 114 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2018–2022 (USD MILLION)

TABLE 115 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2023–2028 (USD MILLION)

TABLE 116 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 117 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 118 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 119 NORTH AMERICA: CONVERSATIONAL AI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

### 12.2.3 US

#### 12.2.3.1 Strong IT infrastructure, innovation, and initiatives to drive market growth



#### 12.2.4 CANADA

12.2.4.1 Advent of IoT-powered digital economy to support economic growth

#### 12.3 EUROPE

12.3.1 EUROPE: CONVERSATIONAL AI MARKET DRIVERS

12.3.2 EUROPE: IMPACT OF RECESSION

TABLE 120 EUROPE: CONVERSATIONAL AI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 121 EUROPE: CONVERSATIONAL AI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 122 EUROPE: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 123 EUROPE: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 124 EUROPE: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2018–2022 (USD MILLION)

TABLE 125 EUROPE: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2023–2028 (USD MILLION)

TABLE 126 EUROPE: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2018–2022 (USD MILLION)

TABLE 127 EUROPE: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 128 EUROPE: CONVERSATIONAL AI MARKET, BY CHANNEL, 2018–2022 (USD MILLION)

TABLE 129 EUROPE: CONVERSATIONAL AI MARKET, BY CHANNEL, 2023–2028 (USD MILLION)

TABLE 130 EUROPE: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2018–2022 (USD MILLION)

TABLE 131 EUROPE: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2023–2028 (USD MILLION)

TABLE 132 EUROPE: CONVERSATIONAL AI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 133 EUROPE: CONVERSATIONAL AI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 134 EUROPE: CONVERSATIONAL AI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 135 EUROPE: CONVERSATIONAL AI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

#### 12.3.3 UK

12.3.3.1 Huge competition in retail to hinder customer retention and drive demand for

conversational AI

#### 12.3.4 GERMANY

12.3.4.1 Rising government support and highly skilled labor force to drive market

#### 12.3.5 FRANCE

12.3.5.1 Rising demand for better and faster predictive results to propel AI adoption

#### 12.3.6 ITALY

12.3.6.1 Government initiatives in education and research to support growth of conversational AI

#### 12.3.7 SPAIN

12.3.7.1 Spain's prominence in AI startup ecosystem to favor adoption

#### 12.3.8 REST OF EUROPE

### 12.4 ASIA PACIFIC

#### 12.4.1 ASIA PACIFIC: CONVERSATIONAL AI MARKET DRIVERS

#### 12.4.2 ASIA PACIFIC: IMPACT OF RECESSION

### FIGURE 52 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 136 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 137 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 138 ASIA PACIFIC: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 139 ASIA PACIFIC: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 140 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2018–2022 (USD MILLION)

TABLE 141 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2023–2028 (USD MILLION)

TABLE 142 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2018–2022 (USD MILLION)

TABLE 143 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 144 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY CHANNEL, 2018–2022 (USD MILLION)

TABLE 145 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY CHANNEL, 2023–2028 (USD MILLION)

TABLE 146 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2018–2022 (USD MILLION)

TABLE 147 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2023–2028 (USD MILLION)

TABLE 148 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 149 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 150 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 151 ASIA PACIFIC: CONVERSATIONAL AI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 152 ASIA PACIFIC: CONVERSATIONAL AI MARKET FOR ASEAN, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 153 ASIA PACIFIC: CONVERSATIONAL AI MARKET FOR ASEAN, BY COUNTRY, 2023–2028 (USD MILLION)

#### 12.4.3 CHINA

12.4.3.1 Investments in AI landscape to propel adoption of conversational solutions

#### 12.4.4 ASEAN

12.4.4.1 Rising need to improve business insights and growing data generation to boost demand

#### 12.4.5 JAPAN

12.4.5.1 Advancements in innovative technologies and need to prevent data breaches to drive market

#### 12.4.6 ANZ

12.4.6.1 Emphasis on reducing operational costs and improving customer experience to support growth

#### 12.4.7 SOUTH KOREA

12.4.7.1 Growing government investments and support for AI startups to boost market growth

#### 12.4.8 INDIA

12.4.8.1 Rising investments among startups and growth of AI technology to trigger conversational AI adoption

#### 12.4.9 REST OF ASIA PACIFIC

### 12.5 MIDDLE EAST AND AFRICA

12.5.1 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET DRIVERS

12.5.2 MIDDLE EAST AND AFRICA: IMPACT OF RECESSION

TABLE 154 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 155 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 156 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 157 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 158 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2018–2022 (USD MILLION)

TABLE 159 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2023–2028 (USD MILLION)

TABLE 160 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2018–2022 (USD MILLION)

TABLE 161 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 162 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY CHANNEL, 2018–2022 (USD MILLION)

TABLE 163 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY CHANNEL, 2023–2028 (USD MILLION)

TABLE 164 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2018–2022 (USD MILLION)

TABLE 165 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2023–2028 (USD MILLION)

TABLE 166 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 167 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 168 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 169 MIDDLE EAST AND AFRICA: CONVERSATIONAL AI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

### 12.5.3 UAE

12.5.3.1 Need to resolve customer queries in real-time and enhance productivity to bolster market growth

### 12.5.4 SAUDI ARABIA

12.5.4.1 Government support and investments to drive demand for conversational AI

### 12.5.5 ISRAEL

12.5.5.1 Growth of AI startups offering customer support services to drive market

### 12.5.6 SOUTH AFRICA

12.5.6.1 Emphasis on improving customer experience to drive demand for conversational AI

### 12.5.7 EGYPT

12.5.7.1 Rapid evolution of digital products and services to spur growth

### 12.5.8 REST OF MIDDLE EAST AND AFRICA

## 12.6 LATIN AMERICA

### 12.6.1 LATIN AMERICA: CONVERSATIONAL AI MARKET DRIVERS

### 12.6.2 LATIN AMERICA: IMPACT OF RECESSION

TABLE 170 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 171 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 172 LATIN AMERICA: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 173 LATIN AMERICA: CONVERSATIONAL AI SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 174 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2018–2022 (USD MILLION)

TABLE 175 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY CONVERSATIONAL INTERFACE, 2023–2028 (USD MILLION)

TABLE 176 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2018–2022 (USD MILLION)

TABLE 177 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 178 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY CHANNEL, 2018–2022 (USD MILLION)

TABLE 179 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY CHANNEL, 2023–2028 (USD MILLION)

TABLE 180 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2018–2022 (USD MILLION)

TABLE 181 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY BUSINESS FUNCTION, 2023–2028 (USD MILLION)

TABLE 182 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 183 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 184 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 185 LATIN AMERICA: CONVERSATIONAL AI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

### 12.6.3 BRAZIL

12.6.3.1 Emerging startups to create awareness among larger enterprises

### 12.6.4 MEXICO

12.6.4.1 Demand for AI-based technologies to fuel market

### 12.6.5 ARGENTINA

12.6.5.1 Rising chatbot startups for better customer experience to spur market growth

### 12.6.6 REST OF LATIN AMERICA

## 13 COMPETITIVE LANDSCAPE

### 13.1 OVERVIEW

### 13.2 KEY PLAYER STRATEGIES

TABLE 186 OVERVIEW OF STRATEGIES ADOPTED BY KEY CONVERSATIONAL AI VENDORS

### 13.3 REVENUE ANALYSIS

#### 13.3.1 HISTORICAL REVENUE ANALYSIS

FIGURE 53 HISTORICAL REVENUE ANALYSIS OF TOP PLAYERS, 2020–2022 (USD MILLION)

### 13.4 MARKET SHARE ANALYSIS

FIGURE 54 MARKET SHARE ANALYSIS FOR KEY COMPANIES, 2022

TABLE 187 CONVERSATIONAL AI MARKET: DEGREE OF COMPETITION

### 13.5 COMPANY EVALUATION QUADRANT, 2022

#### 13.5.1 STARS

#### 13.5.2 EMERGING LEADERS

#### 13.5.3 PERVASIVE PLAYERS

#### 13.5.4 PARTICIPANTS

FIGURE 55 CONVERSATIONAL AI MARKET: COMPANY EVALUATION QUADRANT, 2022

#### 13.5.5 COMPETITIVE BENCHMARKING

TABLE 188 CONVERSATIONAL AI MARKET: PRODUCT FOOTPRINT ANALYSIS OF KEY PLAYERS, 2022

TABLE 189 CONVERSATIONAL AI MARKET: PRODUCT FOOTPRINT ANALYSIS OF OTHER PLAYERS, 2022

### 13.6 COMPANY EVALUATION QUADRANT FOR START-UPS/SMES, 2022

#### 13.6.1 PROGRESSIVE COMPANIES

#### 13.6.2 RESPONSIVE COMPANIES

#### 13.6.3 DYNAMIC COMPANIES

#### 13.6.4 STARTING BLOCKS

FIGURE 56 CONVERSATIONAL AI MARKET: COMPANY EVALUATION QUADRANT FOR START-UPS/SMES, 2022

#### 13.6.5 COMPETITIVE BENCHMARKING FOR START-UPS/SMES

TABLE 190 CONVERSATIONAL AI MARKET: DETAILED LIST OF KEY START-UPS/SMES



TABLE 191 CONVERSATIONAL AI MARKET: PRODUCT FOOTPRINT ANALYSIS OF START-UPS/SMES PLAYERS, 2023

13.7 COMPETITIVE SCENARIO AND TRENDS

13.7.1 PRODUCT LAUNCHES

TABLE 192 SERVICE/PRODUCT LAUNCHES, 2020–2023

13.7.2 DEALS

TABLE 193 DEALS, 2020–2023

## **14 COMPANY PROFILES**

14.1 INTRODUCTION

14.2 KEY PLAYERS

(Business Overview, Products/Services Offered, Recent Developments, and MnM View)\*

14.2.1 MICROSOFT

TABLE 194 MICROSOFT: BUSINESS OVERVIEW

FIGURE 57 MICROSOFT: COMPANY SNAPSHOT

TABLE 195 MICROSOFT: PRODUCTS OFFERED

TABLE 196 MICROSOFT: PRODUCT LAUNCHES

TABLE 197 MICROSOFT: DEALS

14.2.2 GOOGLE

TABLE 198 GOOGLE: BUSINESS OVERVIEW

FIGURE 58 GOOGLE: COMPANY SNAPSHOT

TABLE 199 GOOGLE: PRODUCTS OFFERED

TABLE 200 GOOGLE: PRODUCT LAUNCHES AND ENHANCEMENTS

14.2.3 OPENAI

TABLE 201 OPENAI: BUSINESS OVERVIEW

TABLE 202 OPENAI: PRODUCTS OFFERED

TABLE 203 OPENAI: PRODUCT LAUNCHES

TABLE 204 OPENAI: DEALS

14.2.4 IBM

TABLE 205 IBM: BUSINESS OVERVIEW

FIGURE 59 IBM: COMPANY SNAPSHOT

TABLE 206 IBM: PRODUCTS OFFERED

TABLE 207 IBM: PRODUCT LAUNCHES

TABLE 208 IBM: DEALS

14.2.5 BAIDU

TABLE 209 BAIDU: BUSINESS OVERVIEW

FIGURE 60 BAIDU: COMPANY SNAPSHOT

TABLE 210 BAIDU: PRODUCTS OFFERED

TABLE 211 BAIDU: PRODUCT LAUNCHES

TABLE 212 BAIDU: DEALS

#### 14.2.6 AWS

TABLE 213 AWS: BUSINESS OVERVIEW

FIGURE 61 AWS: COMPANY SNAPSHOT

TABLE 214 AWS: SERVICES OFFERED

TABLE 215 AWS: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 216 AWS: DEALS

#### 14.2.7 ARTIFICIAL SOLUTIONS

TABLE 217 ARTIFICIAL SOLUTIONS: BUSINESS OVERVIEW

FIGURE 62 ARTIFICIAL SOLUTIONS: COMPANY SNAPSHOT

TABLE 218 ARTIFICIAL SOLUTIONS: PRODUCTS OFFERED

TABLE 219 ARTIFICIAL SOLUTIONS: PRODUCT LAUNCHES AND  
ENHANCEMENTS

TABLE 220 ARTIFICIAL SOLUTIONS: DEALS

TABLE 221 ARTIFICIAL SOLUTIONS: OTHERS

#### 14.2.8 KORE.AI

TABLE 222 KORE.AI: BUSINESS OVERVIEW

TABLE 223 KORE.AI: PRODUCTS OFFERED

TABLE 224 KORE.AI: PRODUCT LAUNCHES

TABLE 225 KORE.AI: DEALS

#### 14.2.9 ORACLE

TABLE 226 ORACLE: BUSINESS OVERVIEW

FIGURE 63 ORACLE: COMPANY SNAPSHOT

TABLE 227 ORACLE: PRODUCTS OFFERED

TABLE 228 ORACLE: PRODUCT LAUNCHES

TABLE 229 ORACLE: DEALS

#### 14.2.10 SAP

TABLE 230 SAP: BUSINESS OVERVIEW

FIGURE 64 SAP: COMPANY SNAPSHOT

TABLE 231 SAP: PRODUCTS OFFERED

TABLE 232 SAP: DEALS

#### 14.2.11 LIVEPERSON

TABLE 233 LIVEPERSON: BUSINESS OVERVIEW

FIGURE 65 LIVEPERSON: COMPANY SNAPSHOT

TABLE 234 LIVEPERSON: PRODUCTS/SERVICES OFFERED

TABLE 235 LIVEPERSON: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 236 LIVEPERSON: DEALS

\* Business Overview, Products/Services Offered, Recent Developments, and MnM View might not be captured in case of unlisted companies.

#### 14.3 OTHER KEY PLAYERS

14.3.1 AVAAMO

14.3.2 CONVERSICA

14.3.3 HAPTIK

14.3.4 SOLVVY

14.3.5 PYPESTREAM

14.3.6 INBENTA

14.3.7 CREATIVE VIRTUAL

14.3.8 SOUNDHOUND

14.3.9 KASISTO

14.3.10 MINDMELD

14.3.11 GUPSHUP

#### 14.4 START-UPS/SMES

14.4.1 COGNIGY

14.4.2 RASA

14.4.3 SAARTHI.AI

14.4.4 SENSEFORTH.AI

14.4.5 YELLOW.AI

14.4.6 ASSEMBLYAI

14.4.7 EXCEED.AI

14.4.8 CLINC

14.4.9 LAIYE

14.4.10 RULAI

### 15 ADJACENT AND RELATED MARKETS

#### 15.1 INTRODUCTION

#### 15.2 NLP MARKET - GLOBAL FORECAST TO 2027

##### 15.2.1 MARKET DEFINITION

##### 15.2.2 MARKET OVERVIEW

##### 15.2.3 NLP MARKET, BY COMPONENT

TABLE 237 NATURAL LANGUAGE PROCESSING MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 238 NATURAL LANGUAGE PROCESSING MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

##### 15.2.4 NLP MARKET, BY TYPE

TABLE 239 NATURAL LANGUAGE PROCESSING MARKET, BY TYPE, 2016–2021

(USD MILLION)

TABLE 240 NATURAL LANGUAGE PROCESSING MARKET, BY TYPE, 2022–2027

(USD MILLION)

15.2.5 NLP MARKET, BY DEPLOYMENT MODE

TABLE 241 NATURAL LANGUAGE PROCESSING MARKET, BY DEPLOYMENT  
MODE, 2016–2021 (USD MILLION)

TABLE 242 NATURAL LANGUAGE PROCESSING MARKET, BY DEPLOYMENT  
MODE, 2022–2027 (USD MILLION)

15.2.6 NLP MARKET, BY ORGANIZATION SIZE

TABLE 243 NATURAL LANGUAGE PROCESSING MARKET, BY ORGANIZATION  
SIZE, 2016–2021 (USD MILLION)

TABLE 244 NATURAL LANGUAGE PROCESSING MARKET, BY ORGANIZATION  
SIZE, 2022–2027 (USD MILLION)

15.2.7 NLP MARKET, BY APPLICATION

TABLE 245 NATURAL LANGUAGE PROCESSING MARKET, BY APPLICATION,  
2016–2021 (USD MILLION)

TABLE 246 NATURAL LANGUAGE PROCESSING MARKET, BY APPLICATION,  
2022–2027 (USD MILLION)

15.2.8 NLP MARKET, BY TECHNOLOGY

TABLE 247 NATURAL LANGUAGE PROCESSING MARKET, BY TECHNOLOGY,  
2016–2021 (USD MILLION)

TABLE 248 NATURAL LANGUAGE PROCESSING MARKET, BY TECHNOLOGY,  
2022–2027 (USD MILLION)

15.2.9 NLP MARKET, BY VERTICAL

TABLE 249 NATURAL LANGUAGE PROCESSING MARKET, BY VERTICAL,  
2016–2021 (USD MILLION)

TABLE 250 NATURAL LANGUAGE PROCESSING MARKET, BY VERTICAL,  
2022–2027 (USD MILLION)

15.2.10 NLP MARKET, BY REGION

TABLE 251 NATURAL LANGUAGE PROCESSING MARKET, BY REGION, 2016–2021  
(USD MILLION)

TABLE 252 NATURAL LANGUAGE PROCESSING MARKET, BY REGION, 2022–2027  
(USD MILLION)

15.3 SPEECH ANALYTICS MARKET - GLOBAL FORECAST TO 2027

15.3.1 MARKET DEFINITION

15.3.2 MARKET OVERVIEW

15.3.3 SPEECH ANALYTICS MARKET, BY COMPONENT

TABLE 253 SPEECH ANALYTICS MARKET, BY COMPONENT, 2017–2021 (USD  
MILLION)

TABLE 254 SPEECH ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

15.3.4 SPEECH ANALYTICS MARKET, BY BUSINESS FUNCTION

TABLE 255 SPEECH ANALYTICS MARKET, BY BUSINESS FUNCTION, 2017–2021 (USD MILLION)

TABLE 256 SPEECH ANALYTICS MARKET, BY BUSINESS FUNCTION, 2022–2027 (USD MILLION)

15.3.5 SPEECH ANALYTICS MARKET, BY ORGANIZATION SIZE

TABLE 257 SPEECH ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017–2021 (USD MILLION)

TABLE 258 SPEECH ANALYTICS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

15.3.6 SPEECH ANALYTICS MARKET, BY DEPLOYMENT MODE

TABLE 259 SPEECH ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017–2021 (USD MILLION)

TABLE 260 SPEECH ANALYTICS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)

15.3.7 SPEECH ANALYTICS MARKET, BY APPLICATION

TABLE 261 SPEECH ANALYTICS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 262 SPEECH ANALYTICS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)

15.3.8 SPEECH ANALYTICS MARKET, BY VERTICAL

TABLE 263 SPEECH ANALYTICS MARKET, BY VERTICAL, 2017–2021 (USD MILLION)

TABLE 264 SPEECH ANALYTICS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

15.3.9 SPEECH ANALYTICS MARKET, BY REGION

TABLE 265 SPEECH ANALYTICS MARKET, BY REGION, 2017–2021 (USD MILLION)

TABLE 266 SPEECH ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)

## **16 APPENDIX**

16.1 DISCUSSION GUIDE

16.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

16.3 CUSTOMIZATION OPTIONS

16.4 RELATED REPORTS

16.5 AUTHOR DETAILS

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