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Conversational AI Market by Offering ((Software by Technology, Modality, Deployment Mode), and Services), Business Function, Integration Mode, Conversational Agents Type (AI Chatbots, Generative AI Agents), Vertical and Region - Global Forecast to 2030

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Abstracts

The conversational AI market is projected to grow from USD 13.2 billion in 2024 to USD 49.9 billion by 2029, at a compound annual growth rate (CAGR) of 24.9% during the forecast period. The market is anticipated to grow due to the increasing integration of computer vision and voice recognition technology to facilitate more in-depth and personalized interactions. The the increasing integration of AI chatbots in messaging services forms a foundational driver in the conversational AI market.

“By software by technology, NLP segment to register for largest growing market during the forecast period.”

The market for NLP-based software offerings in the conversational AI sector is experiencing unprecedented growth driven by several key factors. The advancements in machine learning algorithms and computing power have significantly enhanced the capabilities of NLP systems to understand and generate human-like responses, making them indispensable for various applications. The rising demand for personalized and efficient customer interactions has propelled businesses to adopt conversational AI solutions powered by NLP, enabling them to automate tasks, provide real-time support, and gather valuable insights from customer interactions.

“By conversational agent type, AI Chatbots to witness the fastest growing market during

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the forecast period.”

The market for AI chatbots within the conversational AI sector is experiencing exponential growth, fueled by several key factors. Businesses across various industries are increasingly recognizing the potential of AI chatbots to enhance customer service and streamline operations. These chatbots offer immediate and personalized assistance, leading to higher customer satisfaction and retention rates. Additionally, advancements in NLP and machine learning algorithms have significantly improved the capabilities of AI chatbots, enabling them to understand and respond to human inquiries with greater accuracy and context awareness.

“By region, Asia Pacific to register the highest CAGR market during the forecast period.” The conversational AI market across the Asia Pacific region is experiencing rapid growth, driven by various factors. As businesses seek to streamline processes and enhance customer experiences, conversational AI technologies offer valuable solutions. The rising internet penetration and smartphone usage in Asia Pacific countries further fuel the demand for conversational AI solutions, as consumers increasingly prefer convenient and accessible communication channels. Additionally, the diverse linguistic landscape of the region presents both challenges and opportunities for conversational AI developers, who are innovating to support multiple languages and dialects.

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: 38%, Tier II: 50%, and Tier III: 12%

By Designation: C-Level Executives: 35%, D-Level Executives: 40%, and Others: 25%

By Region: North America: 40%, Europe: 30%, Asia Pacific: 20%, Latin America-5%, and

Middle East and Africa- 5%,

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The report includes the study of key players offering conversational AI solutions. It profiles major vendors in the conversational AI market. The major players in the conversational AI market include Microsoft (US), IBM (US), Google (US), OpenAI (US), Baidu (China), AWS (US), Artificial Solutions (Sweden), SAP (Germany), Oracle (US), Kore.ai (US), LivePerson (US), [24]7.ai (US), eGain (US), Amelia (US), Avaamo (US), Conversica (US), Haptik (India), Solvvy (US), Inbenta (US), Creative Virtual (UK), SoundHound (US), Kasisto (US), MindMeld (US), Gupshup (US), Twilio (US), Sprinklr (US), Boost.ai (Norway), Cognigy (Germany), Rasa (Germany), Saarthi.ai (India), Senseforth.ai (India), Yellow.ai (US), Exceed.ai (US), Clinc (US), Laiye (China), Rulai (US), Quiq (US), and Pypestream (US).

Research Coverage

The conversational AI market research study involved extensive secondary sources, directories, journals, and paid databases. Primary sources were mainly industry experts from the core and related industries, preferred conversational AI providers, third-party service providers, consulting service providers, end users, and other commercial enterprises. In-depth interviews were conducted with various primary respondents, including key industry participants and subject matter experts, to obtain and verify critical qualitative and quantitative information, and assess the market’s prospects.

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 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 integration of AI chatbots in messaging services, growing use of AI-based customer services), restraints (Lack of awareness regarding benefits of conversational AI, vulnerability to privacy and security breaches), opportunities (Integration of computer vision and voice recognition technology to facilitate more in-depth and personalized interactions, emergence of generative AI), and challenges (Lack of accuracy in chatbots and

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virtual assistants.).

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 across varied regions.

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

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players including Microsoft (US), IBM (US), Google (US), OpenAI (US), Baidu (China), AWS (US), Artificial Solutions (Sweden), SAP (Germany), among others in the conversational AI market strategies. The report also helps stakeholders understand the pulse of the conversational AI market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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