

Artificial Intelligence (Ai) Based Personalization Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Website Personalization, Display Ads Personalization, Social Media Personalization, E-Mail Personalization), By Technology (Machine Learning And Deep Learning, Natural Language Processing, Other Technologies), By Application

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Abstracts

The Artificial Intelligence (Ai) Based Personalization Market is valued at USD 430.9 billion in 2025 and is projected to grow at a CAGR of 6.3% to reach USD 748.6 billion by 2034. The AI-based personalization market involves the use of AI technologies to tailor products, services, and experiences to individual user preferences and needs. This includes the use of machine learning and data analytics to analyze user behavior and preferences, and to deliver personalized recommendations and content. The market is driven by the increasing demand for personalized experiences and the growing availability of user data.

The market is characterized by rapid innovation, with a focus on developing AI algorithms that can accurately predict user preferences and deliver relevant content. The integration of natural language processing and computer vision is enabling the development of more sophisticated personalization techniques. Geographically, North America and Asia-Pacific are leading the market due to their strong e-commerce and technology sectors.

The AI-based personalization market is experiencing significant growth, fueled by the increasing adoption of e-commerce and digital marketing. The market's future trajectory depends on the ability to address challenges related to data privacy, ethical

considerations, and the development of transparent and explainable AI algorithms.

Key Insights Artificial Intelligence (Ai) Based Personalization Market

Increased use of AI for personalized recommendations and content delivery.

Growth of AI-powered chatbots and virtual assistants.

Integration of AI into customer relationship management (CRM) systems.

Development of personalized advertising and marketing campaigns.

Increasing demand for personalized experiences.

Growing availability of user data.

Advancements in AI and machine learning.

Rising adoption of e-commerce and digital marketing.

Data privacy and security concerns.

Ethical considerations related to personalized targeting.

Development of transparent and explainable AI algorithms.

Ensuring the accuracy and relevance of personalized recommendations.

Artificial Intelligence (Ai) Based Personalization Market Segmentation

By Type

Website Personalization

Display Ads Personalization

Social Media Personalization

E-Mail Personalization

By Technology

Machine Learning And Deep Learning

Natural Language Processing

Other Technologies

By Application

Travel

Retail

Media And Entertainment

Other Applications

Key Companies Analysed

Amazon.com Inc.

Apple Inc.

Alphabet Inc. (Google)

Microsoft Corp.

Meta Platforms Inc.

Accenture Plc

International Business Machines Corp. (IBM)

Oracle Corporation

SAP SE

Salesforce.com Inc.

McDonald Corp.

Adobe Systems Inc.

Twilio

Verint Systems Inc.

Bounteous Inc.

BloomReach Inc.

Sitecore Holding II AS

RichRelevance

Coveo

Crownpeak Technology Inc.

Dynamic Yield Ltd.

Blueshift Labs Inc.

Reflektion

mParticle Inc.

ViSenze Pte. Ltd.

H2O.ai Inc.

Infinite Analytics Inc

Artificial Intelligence (Ai) Based Personalization Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Artificial Intelligence (Ai) Based Personalization Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Artificial Intelligence (Ai) Based Personalization market data and outlook to 2034

United States

Canada

Mexico

Europe — Artificial Intelligence (Ai) Based Personalization market data and

outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Artificial Intelligence (Ai) Based Personalization market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Artificial Intelligence (Ai) Based Personalization market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Artificial Intelligence (Ai) Based Personalization market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Artificial Intelligence (Ai) Based Personalization value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Artificial Intelligence (Ai) Based Personalization industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth

potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Artificial Intelligence (Ai) Based Personalization Market Report

Global Artificial Intelligence (Ai) Based Personalization market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Artificial Intelligence (Ai) Based Personalization trade, costs, and supply chains

Artificial Intelligence (Ai) Based Personalization market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Artificial Intelligence (Ai) Based Personalization market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Artificial Intelligence (Ai) Based Personalization market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Artificial Intelligence (Ai) Based Personalization supply chain analysis

Artificial Intelligence (Ai) Based Personalization trade analysis, Artificial Intelligence (Ai) Based Personalization market price analysis, and Artificial Intelligence (Ai) Based Personalization supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Artificial Intelligence (Ai) Based Personalization market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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