

Generative Ai In Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Technology (Machine Learning, Natural Language Processing, Deep Learning, Computer Vision, Robotic Process Automation), By Deployment (Cloud-Based, On-Premise), By Application

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Abstracts

The Generative Ai In Analytics Market is valued at USD 2 billion in 2025 and is projected to grow at a CAGR of 25.3% to reach USD 15.2 billion by 2034.

Market Overview of Generative AI in Analytics Market

The Generative AI in Analytics market represents a transformative shift in how businesses approach data analysis and decision-making. Generative AI refers to a subset of artificial intelligence that can create new content, such as insights, reports, or even visualizations, by learning from existing data. By leveraging deep learning models, these AI systems are capable of producing valuable predictive insights, detecting patterns, and automating the generation of analytics. The ability to generate new, data-driven insights on-demand allows businesses to not only gain a better understanding of their current operations but also to forecast future trends and make more informed strategic decisions. This evolving market is seeing rapid adoption across industries, from finance and healthcare to marketing and retail, as organizations increasingly realize the potential of generative AI to drive operational efficiency, reduce costs, and enhance customer experiences. As the demand for advanced analytics continues to rise, the generative AI technology is expected to play an essential role in shaping the future of data-driven decision-making. The Generative AI in Analytics market witnessed several groundbreaking developments, which are reshaping the landscape of data

analysis. Leading analytics platforms integrated generative AI capabilities to help businesses automate repetitive tasks, such as report generation and data visualization. As a result, companies were able to accelerate decision-making and reduce reliance on manual processes. The widespread implementation of natural language processing (NLP) allowed for more intuitive interfaces, enabling users to interact with analytics tools in a conversational manner. AI-generated insights began to become more actionable, offering businesses clear recommendations and predictive models based on vast amounts of historical data. Furthermore, advancements in AI algorithms enhanced their ability to provide personalized insights tailored to specific industries or customer segments. The growth of cloud-based generative AI tools and SaaS models also contributed to the market's expansion, providing organizations with cost-effective, scalable solutions. The focus in 2024 was on improving the accuracy, reliability, and efficiency of AI-driven analytics tools, which allowed companies to gain deeper insights into their data without the need for extensive data science expertise. The Generative AI in Analytics market is expected to experience even more significant growth, driven by the continued evolution of AI technology. As businesses face increasing pressure to derive actionable insights from vast amounts of data, the demand for advanced generative AI solutions will rise. A key trend anticipated in the future is the integration of generative AI with other emerging technologies such as blockchain, to enhance data security and transparency. Furthermore, the development of more advanced AI models capable of producing hyper-personalized and context-specific insights will become a primary focus. These advancements will enable businesses to move beyond traditional analytics and embrace next-generation, AI-driven decision-making processes. The need for real-time analytics will continue to grow, particularly in industries such as e-commerce, healthcare, and financial services, where timely, data-driven decisions can make a significant impact. Moreover, ethical concerns surrounding AI, such as bias in models and data privacy, are expected to drive more robust regulatory frameworks. This will push businesses to implement more transparent, ethical practices when utilizing AI for analytics purposes.

Key Insights Generative Ai In Analytics Market

Integration of generative AI with cloud-based platforms to enhance scalability and flexibility of data analytics.

Increased adoption of natural language processing (NLP) to enable more intuitive, conversational user interfaces for analytics tools.

Growing focus on hyper-personalization in AI-generated insights to provide

actionable and industry-specific recommendations.

Integration of blockchain technology with generative AI to enhance data security, transparency, and trustworthiness in analytics.

AI-driven automation of routine tasks, such as report generation and data visualization, to improve efficiency and decision-making speed.

Increased demand for data-driven decision-making to improve operational efficiency and drive business growth.

Rapid advancements in AI technologies, enabling more accurate and reliable generative AI models for data analysis.

The need for businesses to manage and analyze vast amounts of data generated from multiple sources, requiring sophisticated AI tools.

Growing adoption of cloud-based generative AI solutions that offer scalability, cost-effectiveness, and accessibility for businesses of all sizes.

Concerns over data privacy and security, particularly as generative AI tools increasingly handle sensitive business information.

Generative Ai In Analytics Market Segmentation

By Technology

Machine Learning

Natural Language Processing

Deep Learning

Computer Vision

Robotic Process Automation

By Deployment

Cloud-Based

On-Premise

By Application

Data Augmentation

Anomaly Detection

Text Generation

Simulation And Forecasting

Key Companies Analysed

Amazon Inc.

Apple Inc.

Alphabet Inc.

Microsoft Corporation

Dell Technologies Inc.

Siemens AG

Accenture PLC

International Business Machines Corporation (IBM)

Oracle Corporation

SAP SE

NVIDIA Corporation

Adobe Inc.

Block Inc.

Automatic Data Processing Inc.

ServiceNow Inc.

Workday Inc.

Atlassian Corporation

Slack Technologies Inc.

OpenAI

MongoDB Inc.

Box Inc.

SG Analytics Pvt. Ltd.

Decimal Point Analytics Pvt

Gramener Inc.

Anthropic PBC

Valiance Solutions Inc.

Generative Ai In Analytics 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.

Generative Ai In Analytics 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 — Generative Ai In Analytics market data and outlook to 2034

United States

Canada

Mexico

Europe — Generative Ai In Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Generative Ai In Analytics market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Generative Ai In Analytics market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Generative Ai In Analytics 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 Generative Ai In Analytics 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 Generative Ai In Analytics 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 Generative Ai In Analytics Market Report

Global Generative Ai In Analytics market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Generative Ai In Analytics trade, costs, and supply chains

Generative Ai In Analytics market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Generative Ai In Analytics market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Generative Ai In Analytics market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Generative Ai In Analytics supply chain analysis

Generative Ai In Analytics trade analysis, Generative Ai In Analytics market price analysis, and Generative Ai In Analytics supply/demand dynamics

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

Latest Generative Ai In Analytics 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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