

ASEAN Artificial Intelligence (AI) Industry Research Report 2026-2030

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Abstracts

Artificial intelligence refers to a category of technologies that use computer systems to simulate, extend, and enhance human capabilities in perception, cognition, learning, reasoning, decision-making, and creation.

Artificial intelligence has gone through the rule-based, machine learning, deep learning, and generative AI stages.

The artificial intelligence industry is primarily composed of the foundational layer, the technology layer and the application layer.

In recent years, the rapid development of a new generation of artificial intelligence has endowed machines with the ability to generate complex content such as text, images, code, audio, and video.

ASEAN is the most important regional cooperation organization in Southeast Asia, with its headquarters located in Jakarta, Indonesia. Currently, ASEAN has a population exceeding 680 million and a combined economic output of over US\$4 trillion. In recent years, ASEAN's strategic position in the global economic system has continued to rise, driven by the restructuring of global industrial chains, the implementation of the RCEP, and the development of the regional digital economy and green energy.

The ASEAN artificial intelligence market is undergoing rapid growth, driven by factors such as the expansion of the digital economy, corporate digital transformation, the development of fintech, and government-led strategic initiatives in AI.

The supply landscape of the ASEAN artificial intelligence market is currently

characterized by the dominance of international technology companies, the participation of local digital enterprises, and a gradually maturing regional ecosystem.

According to estimates by CRI, the market size is projected to reach approximately US\$ 10.5 billion in 2026. With a forecasted compound annual growth rate (CAGR) of around 22.0% between 2026 and 2030, the market size is expected to reach US\$ 23.2 billion by 2030.

CRI recommends that global artificial intelligence (AI) companies, Cloud service providers, data center operators, and international AI companies, international AI enterprises, private equity (PE) funds and venture capital (VC) firms conduct timely market research on the ASEAN region to prepare for their strategic entry into the ASEAN artificial intelligence (AI) market.

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