

AI-Driven Automation Market Forecasts to 2032 – Global Analysis By Automation Type (Cognitive Automation, Agentic Automation, Intelligent Process Automation (IPA) and Event-driven / API-based Automation), Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global AI-Driven Automation Market is accounted for \$23.74 billion in 2025 and is expected to reach \$78.36 billion by 2032 growing at a CAGR of 18.6% during the forecast period. AI-powered automation is transforming various sectors by enabling software and machines to execute processes that were once managed by humans. Through technologies like machine learning, natural language understanding, and robotic process automation, organizations can optimize workflows, minimize mistakes, and boost efficiency. It facilitates instant decision-making, predictive upkeep, and effective management of massive data sets. By automating repetitive and routine operations, employees are freed to concentrate on strategic, value-added initiatives. Sectors including healthcare, finance, logistics, and manufacturing are experiencing notable changes with AI automation. Incorporating AI enhances scalability, operational performance, and cost efficiency, while ensuring precision, compliance, and improved customer experiences, giving businesses a competitive edge.

According to the ODSC AI Trends and Adoption Survey 2025, data shows that 92% of professionals believe AI will help them throughout their careers, while 84% already use AI to explore and understand new concepts and ideas.

Market Dynamics:

Driver:

Rising demand for real-time decision making

Increasing demand for real-time decision-making is fueling growth in the AI-driven automation market. Businesses across sectors handle enormous amounts of data and require immediate analysis to remain competitive. AI automation allows rapid examination of complex information, providing actionable insights and recommendations. Through predictive modeling and machine learning, organizations can foresee trends, assess risks, and make timely, data-backed decisions. Real-time decision capabilities improve operational flexibility, responsiveness, and overall performance. Industries like retail, healthcare, finance, and logistics particularly gain from instant insights, enabling enhanced customer experiences, optimized supply chains, and minimized operational delays, which collectively contribute to better profitability, efficiency, and a stronger competitive market position.

Restraint:

High implementation costs

A key limitation restraining the growth of the AI-driven automation market is the substantial expense involved in implementation. Introducing AI technologies necessitates investments in software, hardware, infrastructure, and skilled workforce. For small and medium-sized enterprises, these initial costs can be prohibitive, restricting adoption. Integrating AI into existing business processes is often complicated, requiring tailored solutions and extensive training. Moreover, ongoing maintenance and updates add additional financial pressure. Even though AI automation can enhance efficiency and productivity, the high upfront and recurring costs pose a significant barrier, particularly for cost-conscious industries, preventing many organizations from leveraging AI-driven solutions despite their long-term operational advantages.

Opportunity:

Increasing demand for personalized customer experiences

Growing demand for personalized customer experiences is driving opportunities in the AI-driven automation market. Organizations are using AI to examine customer data, including preferences, behaviors, and purchase trends, to offer customized products,

services, and recommendations. Automated AI systems enable real-time customer interactions, increasing satisfaction and engagement. Sectors like retail, banking, healthcare, and telecom benefit from enhanced personalization, which boosts loyalty and revenue. Through AI-driven automation, companies can efficiently process large datasets, segment customers, and anticipate future needs. This focus on hyper-personalization offers a significant chance for AI solution providers to develop innovative tools that enhance customer experiences while simultaneously improving operational efficiency and overall business performance.

Threat:

Regulatory and compliance challenges

Compliance and regulatory hurdles represent a major threat to the growth of the AI-driven automation market. Governments across the globe are implementing stringent rules on data privacy, AI ethics, and automated decision-making processes. Failure to comply may lead to penalties, lawsuits, and damage to brand reputation. Businesses must stay informed about regulatory updates, implement strong compliance strategies, and adjust AI systems to align with evolving standards. These requirements are especially strict in sectors like healthcare, finance, and public services. Managing diverse regional regulations can increase costs, delay implementation, and restrict expansion, making regulatory compliance a persistent challenge for companies deploying AI-driven automation technologies worldwide.

Covid-19 Impact:

The COVID-19 pandemic had a notable impact on the AI-driven automation market, driving accelerated adoption of digital and automated solutions. Lockdowns, workforce restrictions, and social distancing measures prompted organizations to reduce manual operations and implement AI-powered tools to sustain productivity. Industries such as healthcare, logistics, retail, and manufacturing increasingly leveraged AI for remote monitoring, predictive maintenance, and workflow automation. While economic uncertainty and budget limitations temporarily slowed some investments, the pandemic underscored the necessity for resilient, scalable systems capable of managing disruptions effectively. Overall, COVID-19 acted as a dual force—both challenging and propelling AI-driven automation—reshaping industry practices and highlighting its strategic role in post-pandemic growth.

The intelligent process automation (IPA) segment is expected to be the largest during

the forecast period

The intelligent process automation (IPA) segment is expected to account for the largest market share during the forecast period as it merges robotic process automation with AI technologies, including machine learning and natural language processing. IPA allows companies to automate complex, cognitive tasks that go beyond simple, repetitive operations, improving efficiency and accuracy. Industries such as healthcare, finance, and manufacturing utilize IPA to streamline workflows, minimize errors, and enhance strategic decision-making. Its ability to analyze data, recognize patterns, and adjust to evolving scenarios makes IPA highly effective. By embedding IPA into business processes, organizations achieve increased productivity, reduced operational costs, and stronger competitive positioning, establishing it as the most prominent segment in the AI-driven automation market.

The automotive & transportation segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the automotive & transportation segment is predicted to witness the highest growth rate due to rising adoption of autonomous vehicles, connected mobility, and intelligent logistics systems. AI technologies allow real-time monitoring, predictive maintenance, and streamlined supply chain operations, boosting efficiency and lowering costs. Vehicle manufacturers and transportation operators increasingly implement AI-driven analytics, machine learning, and automation to enhance safety, minimize downtime, and elevate customer satisfaction. Additionally, the expansion of electric vehicles, smart traffic management, and self-driving technologies is fueling AI automation adoption. Collectively, these trends create a high-growth environment, making Automotive & Transportation the fastest-growing segment in the AI-driven automation market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to its strong technological ecosystem, high AI adoption, and concentration of key industry players. Significant investments in research, well-established IT infrastructure, and favorable regulatory frameworks support innovation and market expansion. Industries including healthcare, finance, manufacturing, and telecommunications increasingly utilize AI automation to optimize processes, lower costs, and enhance decision-making capabilities. The presence of prominent AI technology companies and innovative startups in the U.S. and Canada contributes to

rapid adoption. North America's proactive embrace of AI solutions and early deployment strategies establish it as the dominant region in the global AI-driven automation landscape.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR owing to rapid technological advancement, rising AI adoption, and significant investments in smart and digital infrastructure. Key countries, including China, India, Japan, and South Korea, are emphasizing Industry 4.0, intelligent manufacturing, and robotics, which fuel automation demand. The region benefits from emerging startups, government-backed innovation initiatives, and expanding industrial activities, all contributing to market growth. Organizations in sectors like healthcare, automotive, logistics, and manufacturing increasingly deploy AI-driven automation to boost efficiency, reduce costs, and optimize productivity. These trends position Asia-Pacific as the fastest-growing region in the global AI-driven automation landscape.

Key players in the market

Some of the key players in AI-Driven Automation Market include UiPath, Automation Anywhere, IBM watsonx, Infosys, HCLTech, Tata Consultancy Services (TCS), Wipro, Persistent Systems, Fractal Analytics, Addverb Technologies, Uncanny Vision, Unbox Robotics, Ripik.AI, Jidoka Technologies and Haber.

Key Developments:

In November 2025, Automation Anywhere and enterprise AI, has announced the acquisition of Aisera, a top provider of agentic AI solutions for autonomous IT. The deal unites two pioneers in automation and conversational AI to create the industry's most complete agentic automation platform, designed to deliver fully autonomous operations across departments such as IT, HR, and customer service.

In October 2025, UiPath has announced collaboration with NVIDIA to integrate advanced AI capabilities into enterprise automation, enabling high-trust applications such as fraud detection and healthcare management. The partnership combines UiPath's agentic automation expertise with NVIDIA's open Nemotron models and NVIDIA NIM, allowing organizations to deploy enterprise-ready AI models as microservices — including natural language processing, image understanding, and predictive analytics.

In October 2025, Infosys has landed a \$1.2 billion contract from the NHS Business Services Authority (NHSBSA) to modernise its workforce management system in England and Wales, marking one of the largest deals in recent times amid a challenging macroeconomic environment. The mega deal comes nearly two years after the company won a \$1.64 billion contract from Liberty Global. So far, the \$3.2 billion deal with Germany's Daimler — which was signed during the pandemic in 2020 — is the biggest for Infosys.

Automation Types Covered:

Cognitive Automation

Agentic Automation

Intelligent Process Automation (IPA)

Event-driven / API-based Automation

Technologies Covered:

Machine Learning

Natural Language Processing (NLP)

Computer Vision

Applications Covered:

Finance & Accounting

Operations & Supply Chain

Marketing & Customer Experience

Manufacturing & Quality Control

Clinical & Healthcare Operations

Energy Infrastructure & Utilities

End Users Covered:

Telecom & IT

Automotive & Transportation

Pharma & Diagnostics

Food & Beverages

Energy & Chemicals

Advanced Materials

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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