

# AI in Market Research Market Forecasts to 2032 – Global Analysis By Component (Software and Services), Deployment Mode (Cloud-based and On-premise), Technology, Application, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global AI in Market Research Market is accounted for \$4.6 billion in 2025 and is expected to reach \$36.8 billion by 2032 growing at a CAGR of 34.2% during the forecast period. Artificial Intelligence (AI) in market research refers to the use of advanced algorithms, machine learning, and data analytics to collect, process, and interpret large volumes of consumer and market data. AI enhances traditional research methods by automating tasks such as data cleaning, trend analysis, and customer segmentation, enabling faster and more accurate insights. It supports predictive analytics, sentiment analysis, and natural language processing to understand consumer behavior and preferences in real time. By uncovering hidden patterns and forecasting future trends, AI empowers businesses to make data-driven decisions, improve targeting strategies, and stay competitive in rapidly evolving markets.

Market Dynamics:

Driver:

Faster Data Analysis

Faster data analysis significantly boosts the AI in Market Research market by enabling quicker insights, real-time decision-making, and enhanced accuracy. It allows researchers to process vast datasets rapidly, identify trends instantly, and respond to market changes more effectively. This speed improves efficiency, reduces costs, and

supports agile marketing strategies. As companies demand more actionable insights with shorter turnaround times, the ability of AI to deliver fast, data-driven results becomes a key driver for its growing adoption in the market research industry.

Restraint:

#### Data Privacy Concerns

Data privacy concerns have a big impact on AI adoption in the market research business. AI's capacity to produce profound insights is hampered by stricter laws like the CCPA and GDPR, which restrict the gathering and use of consumer data. Businesses struggle to strike a balance between compliance and personalization, which lowers the availability and accuracy of data. The efficacy of AI-driven market research solutions is further undermined by consumer mistrust and anxiety about data misuse, which further inhibit data sharing.

Opportunity:

#### Enhanced Accuracy

Enhanced accuracy significantly boosts the AI in market research market by delivering more reliable and actionable insights. Accurate data analysis improves customer segmentation, trend prediction, and sentiment analysis, enabling businesses to make smarter, data-driven decisions. This precision reduces guesswork, enhances marketing effectiveness, and minimizes operational costs. As AI models become more refined, their ability to process vast datasets with high accuracy strengthens confidence among users, thereby driving adoption across industries and expanding the overall scope and value of AI in market research.

Threat:

#### High Initial Investment

The high initial investment required for implementing AI technologies in market research significantly hinders market growth. Small and medium-sized enterprises often struggle to afford advanced AI tools, infrastructure, and skilled professionals. This financial barrier limits access to AI-driven insights, creating a disparity in innovation between large and smaller firms. Additionally, concerns over uncertain ROI and long-term maintenance costs further discourage businesses from adopting AI solutions in their

research operations.

## Covid-19 Impact

The Covid-19 pandemic significantly accelerated the adoption of AI in the market research market. With traditional research methods disrupted, businesses turned to AI-driven tools for real-time consumer insights and digital behavior analysis. The shift to online platforms increased the demand for automated data collection and sentiment analysis. This transformation highlighted the value of AI in adapting to rapid changes, making it an essential component in post-pandemic market intelligence strategies.

The data collection segment is expected to be the largest during the forecast period

The data collection segment is expected to account for the largest market share during the forecast period as it enhances the volume, accuracy, and speed of data gathering from diverse sources. AI-powered tools automate data collection across digital platforms, enabling real-time insights and reducing manual efforts. This efficiency allows researchers to uncover consumer trends and behaviors more precisely. Moreover, advanced techniques like web scraping, sensor data integration, and social media mining contribute to richer datasets, ultimately improving the quality and responsiveness of market research outcomes.

The healthcare segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the healthcare segment is predicted to witness the highest growth rate as it offers vast, complex datasets that necessitate advanced analytical tools. AI helps healthcare organizations gain real-time insights into patient behavior, treatment effectiveness, and market trends. This fuels innovation in medical products, enhances patient care strategies, and supports evidence-based decision-making. As healthcare providers and pharmaceutical companies increasingly adopt AI-driven research tools, the demand for AI in market research continues to grow, solidifying healthcare as a key growth catalyst in this domain.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share because AI makes it possible to analyze consumer behavior in real time across a variety of marketplaces, improves data collection, and speeds up the creation of

insights. Market researchers in the area are now able to provide more precise, predictive, and useful knowledge due to the region's fast digitization, rising internet usage, and expanding use of AI tools by companies. Better strategic choices are made, competitiveness is increased, and the region's growing consumer and tech-driven businesses are supported.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, because of quicker, data-driven insights and more precise forecasts of consumer behavior. Sophisticated artificial intelligence (AI) tools improve data collecting, automate tedious operations, and reveal hidden patterns in large datasets, all of which help organizations make better decisions. Companies can better customize offers and boost research efficiency due to North America's robust tech infrastructure and widespread usage of AI. This change is strengthening AI's place in strategic market intelligence by fostering innovation.

Key players in the market

Some of the key players profiled in the AI in Market Research Market include NielsenIQ, Ipsos, Kantar, GfK, Dynata, Qualtrics (SAP), SurveyMonkey, Zappi, Black Swan Data, Remesh, Toluna, Statista, GrowthLoop, Crayon, Stravito, Market Logic Software, GutCheck and PredictHQ.

Key Developments:

In June 2025, Crayon has significantly deepened its strategic partnership with Google Cloud by extending its distributor role to the mid-market segment, emphasizing AI-driven solutions. Through this expanded collaboration, Crayon empowers its extensive channel network and partners with streamlined access to Google Cloud's portfolio, specialized support, enablement programs, and simplified billing and management.

In June 2025, NielsenIQ and Sephora have entered a strategic, multi year data sharing partnership designed to deepen insights into North America's beauty market. The agreement grants NielsenIQ access to expansive point of sale data from Sephora's omni channel operations—spanning stores, e commerce, and social channels—while Sephora gains access to NielsenIQ's powerful Omnishopper and Digital Purchases platforms.

In May 2025, NielsenIQ and VusionGroup have forged a multi-national strategic alliance to revolutionize physical retail by combining their strengths in consumer intelligence and IoT-driven smart labeling, powered by advanced AI.

#### Components Covered:

Software

Services

#### Deployment Modes Covered:

Cloud-based

On-premise

#### Technologies Covered:

Machine Learning (ML)

Natural Language Processing (NLP)

Computer Vision

Predictive Analytics

#### Applications Covered:

Data Collection

Data Processing & Analysis

Customer Insights & Behavior Prediction

Market Trend Analysis

Competitive Intelligence

Other Applications

End Users Covered:

Retail & E-commerce

Healthcare

Banking, Financial Services, and Insurance (BFSI)

Media & Entertainment

Fast-Moving Consumer Goods

Automotive

Telecommunications

Government & Public Sector

Other End Users

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 2022, 2023, 2024, 2026, and 2030
- 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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