

# **Artificial Intelligence in Marketing Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Offering (Hardware, Software, Services), By Deployment Type (Cloud, On Premises), By Technology (Machine Learning, Context-Aware Computing, Natural Language Processing, Computer Vision), By Application (Social Media Advertising, Search Advertising, Content Curation, Sales Marketing Automation, Analytics Platform, Others), By End User Industry (BFSI, Retail, Consumer Goods, Media Entertainment, Enterprise, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Artificial Intelligence in Marketing Market will grow from USD 14.81 Billion in 2025 to USD 58.92 Billion by 2031 at a 25.88% CAGR. Artificial Intelligence in Marketing utilizes machine learning and customer data analysis to predict consumer behavior and automate complex decisions that enhance the buyer journey. The global market is primarily expanding due to the increasing demand for personalized experiences and the critical need for immediate analytics to optimize campaign performance.

## **Key Market Drivers**

The surging integration of generative AI for dynamic content creation is fundamentally

altering how organizations approach digital campaigns by removing historic scalability bottlenecks. Advanced algorithms now enable the automated production of high-quality visuals, copy, and video assets, allowing marketing teams to maintain continuous engagement without proportionally increasing headcount. This capability is particularly vital for maintaining relevance across fragmented digital channels where fresh material is constantly required to capture consumer attention.

## **Key Market Challenges**

The Global Artificial Intelligence in Marketing Market faces substantial headwinds due to the rigorous demands of data privacy and the complex ethical management of consumer information. As governments worldwide enforce stricter regulatory frameworks, marketing organizations encounter severe difficulties in deploying automated systems that rely on sensitive user data. This regulatory pressure forces companies to implement extensive compliance protocols, which often delays the integration of advanced analytics and predictive modeling tools.

## **Key Market Trends**

The expansion of Programmatic Advertising and Real-Time Bidding is fundamentally reshaping media buying strategies by utilizing algorithms to automate ad inventory procurement. This transition allows marketers to target specific audiences with unprecedented precision, moving beyond manual negotiations to instantaneous, data-driven decisions that optimize ad spend across fragmented channels.

## **Key Market Players**

Adobe Inc.

Alphabet Inc.

Amazon Web Services, Inc.

IBM Corporation

Microsoft Corporation

Salesforce.com, Inc.

SAS Institute Inc.

Teradata Corporation

Oracle Corporation

SAP SE

### **Report Scope:**

In this report, the Global Artificial Intelligence in Marketing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Artificial Intelligence in Marketing Market, By Offering:

Hardware

Software

Services

Artificial Intelligence in Marketing Market, By Deployment Type:

Cloud

On Premises

Artificial Intelligence in Marketing Market, By Technology:

Machine Learning

Context-Aware Computing

Natural Language Processing

Computer Vision

### Artificial Intelligence in Marketing Market, By Application:

- Social Media Advertising
- Search Advertising
- Content Curation
- Sales Marketing Automation
- Analytics Platform
- Others

### Artificial Intelligence in Marketing Market, By End User Industry:

- BFSI
- Retail
- Consumer Goods
- Media Entertainment
- Enterprise
- Others

### Artificial Intelligence in Marketing Market, By Region:

- North America
  - United States
  - Canada
  - Mexico
- Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Artificial Intelligence in Marketing Market.

## **Available Customizations:**

Global Artificial Intelligence in Marketing Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

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