

Cognitive Computing in Retail Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Platform, Services (Managed, Professional)) By Technology (Machine Learning, Natural Language Processing, Deep Learning, Robotics, Computer / Machine Vision) By Deployment (Cloud, On-Premises) By Application (Customer Experience, Price Optimization, Demand Forecasting, Inventory Management, Automation, Others) By Region & Competition, 2021-2031F

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Abstracts

The Global Cognitive Computing in Retail Market is projected to expand significantly, growing from USD 63.91 Billion in 2025 to USD 95.43 Billion by 2031, demonstrating a Compound Annual Growth Rate (CAGR) of 6.91%. Cognitive computing in this sector involves utilizing self-learning systems that leverage machine learning and natural language processing to emulate human decision-making for complex tasks. These technologies enable retailers to analyze unstructured data, leading to improvements in inventory management and the personalization of customer service.

A key driver of this market growth is the escalating consumer demand for highly tailored shopping experiences, alongside the critical need for enhanced operational efficiency within supply chains to minimize overhead costs. However, the market faces a significant hurdle: the substantial capital investment required for deployment and the inherent technical challenges of integrating these advanced systems with existing legacy infrastructure. Retailers must also navigate internal complexities related to the

financial implications and precision of these automated models; in 2025, 57% of retailers identified cost and model accuracy as their main internal concerns regarding AI strategies.

Market Driver

The primary catalyst for the widespread adoption of cognitive computing in retail is the escalating demand for hyper-personalized customer shopping experiences. Consumers increasingly expect brands to anticipate their individual needs with remarkable accuracy, prompting retailers to deploy self-learning systems that analyze vast amounts of behavioral data. This allows for the delivery of highly tailored recommendations and interactions, fundamentally shifting the buyer journey from reactive to proactive engagement, where advanced algorithms play a crucial role in product discovery and decision-making. According to IBM's January 2026 study, "Brands and Retailers Navigate a New Reality," 45% of consumers now rely on artificial intelligence during their buying journeys, highlighting the essential role of these technologies in personalized assistance.

Concurrently, the urgent necessity for real-time inventory management and optimized supply chains is compelling merchants to integrate cognitive solutions. The complexities of omnichannel retailing have introduced considerable volatility, particularly concerning reverse logistics and stock redistribution, thus requiring automated models capable of processing unstructured data to accurately predict fluctuations. A January 2025 report by ToolsGroup, "Transforming Retail Through AI," noted that with 35% of online purchases being returned, retailers are under immense pressure to utilize intelligent systems for dynamic inventory rebalancing. This operational imperative is fostering greater financial commitment to the sector, with 39% of retailers expecting artificial intelligence to account for over 10% of their total technology expenditure within three years, as reported by the National Retail Federation in 2025.

Market Challenge

A significant impediment to market expansion for cognitive computing in retail is the substantial capital investment needed for implementation, coupled with the intricate technical difficulties involved in integrating these systems with existing legacy infrastructure. Many retail environments operate on outdated backend systems that are incompatible with advanced self-learning models, demanding extensive and costly modernization before any benefits can be realized. This requirement for a fundamental overhaul creates a high barrier to entry, forcing merchants to weigh significant

immediate financial outlays against potentially uncertain long-term returns, leading many to delay implementation and consequently limiting overall market growth.

Furthermore, the retail industry's typically narrow profit margins exacerbate this financial strain, restricting the availability of funds for such large-scale technological transformations. This hesitation to commit substantial resources is reflected in recent industry spending patterns, with the National Retail Federation reporting in 2025 that 77% of retailers allocated 5% or less of their technology budget to artificial intelligence. Such conservative spending underscores the gap between the desire for modernization and the financial realities of executing it, indicating that widespread adoption of cognitive computing in the retail sector will remain constrained as long as these integration costs remain prohibitive.

Market Trends

The deployment of cognitive computing for real-time fraud detection is rapidly emerging as a critical priority for retailers, as they confront increasingly sophisticated criminal methodologies. Retailers are implementing self-learning algorithms that analyze transaction patterns and behavioral biometrics to identify anomalies, such as synthetic identity theft and unauthorized account takeovers. Unlike older rule-based systems, these cognitive models continuously adapt to new threats, offering a dynamic defense mechanism that safeguards revenue without creating friction for legitimate customer interactions. This strategic focus on security is evident in industry adoption, with 66% of retailers identifying cybersecurity and fraud prevention as a primary area for current artificial intelligence implementation, according to the National Retail Federation's "Retail AI Trends 2025" report from December 2025.

Simultaneously, conversational AI and voice commerce are evolving into more sophisticated agentic systems, capable of executing complex tasks beyond simple inquiries. Advanced cognitive agents are now empowering customers to autonomously manage post-purchase activities, including processing returns or updating shipping details, thereby significantly reducing the operational burden on human support teams. This transformation from passive chatbots to active digital concierges enhances the efficiency of the service ecosystem while meeting consumer expectations for immediate resolution. Salesforce's January 2026 "2025 Cyber Week" analysis revealed a 70% increase in service tasks completed by artificial intelligence agents on behalf of shoppers, such as initiating returns, compared to the previous year.

Key Market Players

IBM Corporation

Microsoft Corporation

Google LLC

Intel Corporation

Oracle Corporation

SAP SE

Salesforce, Inc.

Hewlett Packard Enterprise

Cognizant Technology Solutions Corporation

Infosys Limited

Report Scope

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

Cognitive Computing in Retail Market, By Component

Platform

Services

Cognitive Computing in Retail Market, By Technology

Machine Learning

Natural Language Processing

Deep Learning

Robotics

Computer / Machine Vision

Cognitive Computing in Retail Market, By Deployment

Cloud

On-Premises

Cognitive Computing in Retail Market, By Application

Customer Experience

Price Optimization

Demand Forecasting

Inventory Management

Automation

Others

Cognitive Computing in Retail 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

Cognitive Computing in Retail Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segment...

Company Profiles: Detailed analysis of the major companies present in the Global Cognitive Computing in Retail Market.

Available Customizations:

Global Cognitive Computing in Retail 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

Detailed analysis and profiling of additional market players (up to five).

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