

# **Asia Pacific AI Data Management Market Forecast to 2031 - Regional Analysis - by Offering (Solution and Service), Deployment (On-premise and Cloud), Technology [Machine Learning, Natural Language Processing (NLP), Computer Vision, and Context Awareness Computing], and Industry Vertical (BFSI, Retail & E-Commerce, IT & Telecom, Healthcare, Government, and Others)**

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## **Abstracts**

The Asia Pacific AI data management market was valued at US\$ 5,617.17 million in 2023 and is expected to reach US\$ 30,853.38 million by 2031; it is estimated to register a CAGR of 23.7% from 2023 to 2031.

**Rising Adoption of Personalized and Adaptive Systems among Consumers Boost Asia Pacific AI Data Management Market**

AI-based software enables businesses to examine enormous volumes of data, supporting the development of individualized experiences based on the interests, actions, and previous exchanges of each user. The adoption of machine learning algorithms allows businesses to create adaptable systems that continuously learn from data inputs and customer feedback. With the help of these algorithms, businesses support real-time customization and improvement of experiences. The personalized and adaptive systems have enormous potential in numerous industries such as BFSI, retail & e-commerce, IT & telecom, healthcare, and government & utilities.

For instance, the retail & e-commerce industry uses AI-powered recommendation

engines for analyzing customer browsing and purchase history. This helps the companies operating in this industry to provide tailored product recommendations that increase user engagement and boost their revenue. According to the World Economic Forum, AI services in the retail industry are expected to grow from US\$ 5.0 billion in 2023 to US\$ 31.0 billion by 2028. AI algorithms can dynamically modify information, services, or suggestions based on ongoing analysis of user interactions, ensuring relevance and enhancing user satisfaction. Businesses use AI-based personalized and adaptive systems to view customer's sensitive information and analyze their specific demands; this feature supports them in fostering stronger customer relationships. Thus, the growing use of AI-based personalized and adaptive systems in the retail industry is expected to create lucrative opportunities for the AI data management market growth during the forecast period.

### Asia Pacific AI Data Management Market Overview

The rising adoption of advanced technologies such as AI, ML, and data analytics drives the adoption rate of AI data management in APAC. Several technology startups in APAC are focusing on implementing AI technology in business to save additional costs and improve operational efficiency. According to Intel Corporation's 2024 AI Trends for East Asia & Pacific report of March 2024, since 2023, nearly 80 new Generative AI startups have emerged, indicating the region's strong interest and dedication to AI and Deep Tech innovation. Moreover, in the year 2023, 55% of IT organizations have invested in AI skills to fill the technology gap of their employees, run automated IT operations, and support businesses to adopt AI and automation solutions. Startups in APAC are primarily impacted by AI technology in the areas of data management, product development/design, sales and marketing, research and development, and customer engagement. The integration of AI in data management helps in managing data and information. In addition, APAC is experiencing strong growth in the number of IT & telecom, retail & e-commerce, healthcare, and BFSI projects, catalyzing the AI data management market in the region.

### Asia Pacific AI Data Management Market Revenue and Forecast to 2030 (US\$ Million)

### Asia Pacific AI Data Management Market Segmentation

The Asia Pacific AI data management market is categorized into offering, deployment, technology, industry vertical, and country.

Based on offering, the Asia Pacific AI data management market is bifurcated into

solution and service. The solution segment held a larger Asia Pacific AI data management market share in 2023.

In terms of deployment, the Asia Pacific AI data management market is segmented into on-premise and cloud. The cloud segment held a larger Asia Pacific AI data management market share in 2023.

By technology, the Asia Pacific AI data management market is divided into machine learning, natural language processing (NLP), computer vision, and context awareness computing. The machine learning segment held the largest Asia Pacific AI data management market share in 2023.

Based on industry vertical, the Asia Pacific AI data management market is categorized into BFSI, retail & e-commerce, IT & telecom, healthcare, government, and others. The BFSI segment held the largest Asia Pacific AI data management market share in 2023.

Based on country, the Asia Pacific AI data management market is categorized into Australia, India, China, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific AI data management market share in 2023.

Microsoft Corp, Alphabet Inc, Oracle Corp, International Business Machines Corp, Salesforce Inc, SAP SE, Hewlett Packard Enterprise Co, SAS Institute Inc, Snowflake Inc, and Amazon com Inc. are some of the leading companies operating in the Asia Pacific AI data management market.

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