

Generative AI Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Software, Services), Technology [(Transformers, Diffusion Networks, Generative Adversarial Networks (GANs), and Variational Autoencoders (VAEs)], Model (Large Language Models, Image & Video Generative Models, and Multimodal Generative Models Others), Application (NLP, Content Generation, Computer Vision, Robotics and Automation, Predictive Analytics, and Others), End User (Media and Entertainment, BFSI, IT and Telecom Healthcare, Automotive, and Others), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)

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Abstracts

The Generative AI Market size was US\$ 40.2 billion in 2024 and is projected to reach US\$ 652.02 billion by 2031; it is expected to register a CAGR of 49.1% during 2025–2031.

The generative AI landscape in the Middle East and Africa (MEA) is increasingly vibrant, shaped by a convergence of economic diversification efforts, expanding digital infrastructure, and a youthful, mobile-savvy population. In the Middle East, countries

such as the UAE and Saudi Arabia are placing generative AI at the heart of their national transformation agendas, committing resources to data-centres, cloud platforms, and AI policy frameworks. Meanwhile in Africa, generative AI is finding fertile ground in use cases that leapfrog traditional technologies, such as remote diagnostics, agricultural yield modelling, and fintech platforms aimed at financial inclusion. In June 2025, Google.org announced its “Generative AI Accelerator” cohort, which included five organisations in Sub-Saharan Africa focused on social-impact GenAI (for crisis response, children's mental health, antimicrobial resistance). This is a clear sign of GenAI moving into social/impact domains in Africa.

The growth momentum in MEA is being driven by several interlocking factors. First, government-backed smart economy strategies, innovation hubs, and favorable regulatory signals are creating a more receptive context for generative AI deployment. For example, national AI strategies are underpinned by investments in cloud and data-centres and sponsorship of local AI research. The region's linguistic, cultural, and market complexity is creating demand for generative AI solutions customized for Arabic, African languages, and dialects—a challenge that many global tools are ill-prepared to serve, hence opening niche opportunities for localization. Sectors such as financial services, healthcare, public services, and creative content are embracing generative AI for automation, personalization, and productivity improvements—particularly where manual or language-intensive workflows are being modernized.

Rising digital penetration—the growth of mobile internet, cloud services and edge computing—is lowering the barrier to AI experimentation in both metropolitan and more remote settings. Also, in February 2024, the Digital Cooperation Organization (which includes several Middle Eastern states), under the leadership of the Kingdom of Saudi Arabia, launched the initiative “Generative Artificial Intelligence for All” to support research, ethics/capacity-building and governance of GenAI across member states.

Capgemini SE, International Business Machines Corp (IBM), Microsoft Corp, NVIDIA Corp, Adobe Inc, Advanced Micro Devices Inc (AMD), Google LLC, Meta Platforms Inc, Accenture Plc, and Oracle Corp are among the key generative AI market players that are profiled in this market study.

The overall generative AI market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the generative AI market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews

have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the generative AI market.

Reason to buy

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global Generative AI market.

Highlights key business priorities to assist companies in realigning their business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the global Generative AI market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth global Generative AI market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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