

Middle East & Africa Artificial Intelligence Market Size and Forecast (2021 - 2031)

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Abstracts

The Artificial Intelligence (AI) market in the Middle East and Africa (MEA) is projected to grow significantly, reaching an estimated US\$ 78.0 billion by 2031, up from US\$ 11.3 billion in 2024. This growth represents a compound annual growth rate (CAGR) of 33.1% from 2025 to 2031.

Executive Summary and Market Analysis

The expansion of the AI market in MEA is largely driven by the proactive integration of AI technologies aimed at creating smart and sustainable urban environments. AI applications are being utilized in various sectors, including traffic management, energy efficiency, and public safety, which contribute to the development of more efficient, resilient, and secure cities. For example, in April 2025, Dubai's Roads and Transport Authority (RTA) announced an AI initiative to enhance traffic signal management, aiming to reduce waiting times for motorists by up to 20%. This initiative was part of the RTA's AI Strategy, which includes over 80 projects and initiatives planned for the next five years, focusing on improving public satisfaction and intelligent traffic management.

Governments in the MEA region are actively encouraging AI adoption through various initiatives, policies, and funding programs. National AI strategies are being implemented to support research, development, and the integration of AI across key sectors, thereby driving economic growth and innovation. For instance, the UAE's AI Strategy 2031 aims to position the country as a global leader in AI by investing in research, talent development, and AI applications in sectors such as education, healthcare, transportation, and public services. Additionally, there is a strong emphasis on advancing AI technologies that cater to Arabic language processing, enhancing natural language processing (NLP) and speech recognition capabilities to improve the

understanding and generation of Arabic text and speech.

Strategic Insights

Market Segmentation Analysis

By Component: The market is divided into Software, Hardware, and Services, with Software holding the largest market share in 2024.

By Deployment: The market is categorized into Cloud and On-Premises, with Cloud dominating in 2024.

By Organization Size: The market is segmented into Large Enterprises and SMEs, with Large Enterprises leading in market share in 2024.

By Industry Vertical: The market includes IT and Telecom, BFSI, Healthcare, Manufacturing, Retail and E-Commerce, Automotive, and Others, with IT and Telecom holding the largest share in 2024.

Market Outlook

Agentic AI refers to AI systems capable of making decisions and taking actions autonomously, without continuous human oversight, to achieve specific human-defined objectives. This encompasses various AI techniques, including machine learning, deep learning, reinforcement learning, and large language models (LLMs). Agentic AI enables autonomous agents to analyze data, set goals, and operate with minimal human intervention, achieving near-human cognitive capabilities in diverse fields.

For instance, in December 2024, Google LLC launched Gemini 2.0, an AI model designed for the agentic era, capable of handling complex topics and multi-step queries. In 2025, the UAE implemented agentic AI systems in government services, such as virtual AI agents in the Ministry of Health that autonomously manage appointments and patient follow-ups, thereby streamlining healthcare processes and enhancing service access.

Country Insights

The AI market in MEA is further segmented by country, including Saudi Arabia, the

United Arab Emirates, South Africa, and the Rest of MEA, with Saudi Arabia holding the largest market share in 2024. Saudi Arabia's Vision 2030 emphasizes economic diversification away from oil dependency, positioning AI as a key driver of innovation and transformation. The establishment of the Saudi Data and Artificial Intelligence Authority (SDAIA) in 2019 highlights the government's commitment to fostering a robust AI ecosystem, with initiatives aimed at making Saudi Arabia a top global AI leader by 2030. The government is investing heavily in AI, with a notable US\$ 100 billion initiative called Project Transcendence aimed at establishing a competitive AI ecosystem.

Company Profiles

Key players in the Middle East & Africa AI market include Amazon Web Services Inc., International Business Machines Corp, Microsoft Corp, SAP SE, Google LLC, Accenture Plc, SAS Institute Inc., Intel Corp, NVIDIA Corp, and Advanced Micro Devices Inc. These companies are pursuing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative solutions.

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