

Middle East & Africa Multimodal AI Market Forecast to 2031 - Regional Analysis - by Component (Solution and Service), Organization Size (SMEs and Large Enterprises), Data Type (Audio & Video, Image, and Text), and End use (Automotive and Transportation, BFSI, E-commerce and Retail, Healthcare, IT and Telecom, Media & Entertainment, and Others)

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Abstracts

The Middle East & Africa multimodal AI market was valued at US\$ 52.98 million in 2023 and is expected to reach US\$ 558.11 million by 2031; it is estimated to register a CAGR of 34.2% from 2023 to 2031.

Rising Demand for Personalized User Experience Bolsters Middle East & Africa Multimodal AI Market

Customers prefer individualized experiences when communicating with businesses, prompting organizations to pursue flawless customer experiences (CX) that distinguish them from the competition. As a result, they are opting for a multimodal user interface (MUI) to ensure spontaneous and intuitive user interactions. In response to evolving consumer preferences, UI/UX designers create practical, personalized, and human-centered user interfaces by combining various user inputs, including voice commands, gesture detection, touch interactions, and typing, to enable natural interactions. Moreover, the application of artificial intelligence (AI) improves user experience (UX) by identifying demands and engagement patterns.

The use of multimodal AI allows businesses to harness multiple data sources, giving customers more personalized and targeted content. This, in turn, allows marketing

teams to create highly tailored campaigns that include customer-specific advice and adverts. Moreover, multimodal AI can help produce more interactive and engaging content, aiding in interactive marketing, immersive product experiences, and multimedia-rich educational resources. Detailed analysis and decision-making processes powered by multimodal AI systems contribute to a more holistic grasp of the market landscape. Additionally, the technology is critical to breaking down language boundaries amid rapid-paced globalization. Businesses that process and understand information in several languages can efficiently interact with diverse audiences with different linguistic preferences. Thus, the rising demand for personalized experience propels the Middle East & Africa multimodal AI market.

Middle East & Africa Multimodal AI Market Overview

The Middle East & Africa (MEA) has seen rapid technological transformation and innovation over the past decade. Countries across the MEA are leveraging AI technologies to boost their economic growth, improve public services, and address societal challenges. However, the adoption of AI is limited in these countries. Saudi Arabia, the UAE, and Qatar, in particular, have strongly committed to the implementation and development of AI technologies. Businesses in these countries have been investing strongly in new technologies in response to the demand generated by governments. Various companies are taking initiatives to develop AI technologies in the region. In October 2023, DaveAI announced its new sales office in Dubai and a strategic expansion in Saudi Arabia, which marks a significant milestone in the company's journey to revolutionize the AI industry in the MEA. In September 2023, Mark AB Capital joined forces with the UAE government to launch the UAE as the world's first AI nation. Thus, with the increasing adoption of AI technologies, the multimodal AI market is growing significantly in the MEA.

Middle East & Africa Multimodal AI Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Multimodal AI Market Segmentation

The Middle East & Africa multimodal AI market is categorized into component, organization size, data type, end use, and country.

Based on component, the Middle East & Africa multimodal AI market is bifurcated into solution and service. The solution segment held a larger market share in 2023.

Based on organization size, the Middle East & Africa multimodal AI market is bifurcated

into SMEs and large enterprises. The large enterprises segment held a larger market share in 2023.

By data type, the Middle East & Africa multimodal AI market is segmented into audio & video, image, and text. The audio & video segment held the largest market share in 2023.

By end use, the Middle East & Africa multimodal AI market is segmented into automotive and transportation, BFSI, E-commerce and retail, healthcare, it and telecom, media & entertainment, and others. The BFSI segment held the largest market share in 2023.

By country, the Middle East & Africa multimodal AI market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa multimodal AI market share in 2023.

Alphabet Inc, Amazon Web Services Inc, International Business Machines Corp, NEC Corp, and Microsoft Corp are some of the leading companies operating in the Middle East & Africa multimodal AI market.

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