

Global Generative AI Market: Analysis By Component (Software and Services), By Technology (Transformer, Generative Adversarial Networks, Variational Auto-encoder and Diffusion Networks), By End User (Media & Entertainment, IT & Telecommunication, Healthcare, Cosmetics, Automotive & Transportation and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029

April 2024



Global Generative AI Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID 19

Dynamics

Competitive Landscape

Company Profiling

Global Generative AI Market: Coverage

Scope of the Report

| Attributes | Details |
|------------------------------|--|
| Title | Global Generative AI Market: Analysis By Component (Software and Services), By Technology (Transformer, Generative Adversarial Networks, Variational Auto-encoder and Diffusion Networks), By End User (Media & Entertainment, IT & Telecommunication, Healthcare, Cosmetics, Automotive & Transportation and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029 |
| Coverage | Global and Regional |
| Regional Coverage | North America (the US, Canada, and Mexico), Europe (Germany, The UK, France, Italy, Spain and Rest of the Europe), Asia Pacific (China, Japan, India, South Korea and Rest of Asia Pacific), Middle East and Africa, and Latin America |
| Market Influencing Variables | Growth Drivers, Challenges, Market Trends |
| Forecast Period of Market | 2024-2029 |
| Competition in the Market | Fragmented |
| Key Players | Amazon.Com, Inc. (Amazon Web Services, Inc.), Microsoft Corp., Alphabet Inc., IBM, Salesforce, Inc., Nvidia Corporation, Accenture, Cognizant Technology Solutions Corporation, Capgemini, Adobe Inc., Infosys, SAP SE, Synthesis AI, D-ID, OpenAI Inc. |

Global Generative AI Market: Coverage

Executive Summary

Generative AI refers to a subfield of Artificial Intelligence (AI) focuses on creating new content of various types. Generative AI models are trained on massive datasets of text, code, images, audio, or other forms of data. Unlike traditional AI, which primarily focuses on pattern detection, Generative AI is specifically designed to generate original data after being trained by a machine learning model. The global Generative AI market was at US\$14.56 billion in 2023. The market value is expected to reach US\$94.80 billion by 2029, growing at a CAGR of 36.64% over the projected period of 2024-2029.

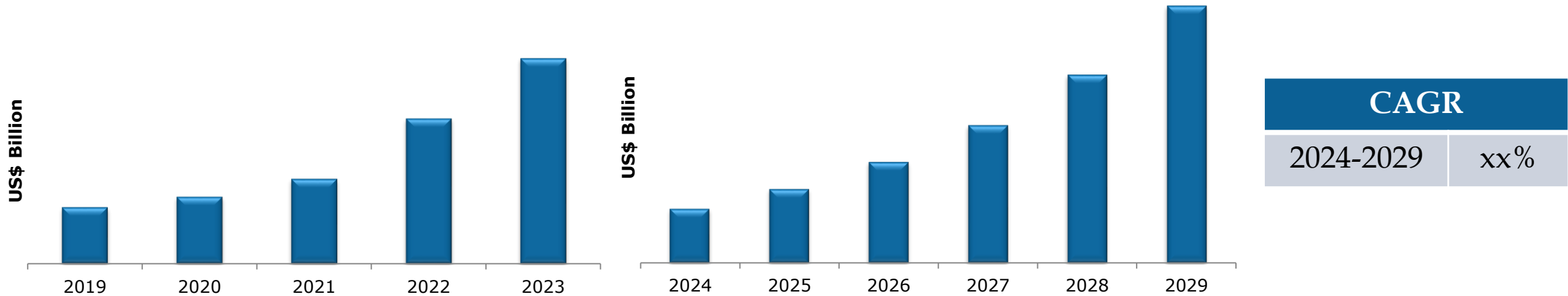
The global generative AI market can be segmented based on the component (software and services), by technology (transformer, generative adversarial networks, variational auto-encoder and diffusion networks), and by end user (media & entertainment, IT & telecommunication, healthcare, Cosmetics, automotive & transportation and others). In 2023, the Software segment held the highest share in the market based on component analysis. Additionally, the Transformer segment held the highest share in the market on technological basis. Based on the region, North America dominated the market in 2023.

The COVID-19 pandemic positively influenced the growth of the generative AI market. Increased demand arose from social distancing measures and content creation challenges, leading to widespread adoption of generative AI tools for tasks like marketing and music composition. The pandemic also accelerated research and development in text generation, image creation, and code production, as companies sought automation solutions for remote work. Post-COVID, the market is expected to sustain its growth momentum as businesses recognize the efficiency and creative potential of generative AI across operations.

The global Generative AI market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2024-2029), the market would further augment at an escalating growth rate. The global generative AI market growth is predicted to be supported by numerous growth drivers such as expansion of virtual and augmented reality, deployment of LLM, growing applications in healthcare and life sciences, advancements in deep learning and neural networks, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as deepfakes and misinformation, shortage of skilled personnel, etc. Moreover, the market growth would succeed in various market trends like integration of generative AI with robotics and automation, democratization of AI tools and platforms, growing integration with cloud computing, generative AI for scientific research, automation and efficiency in enterprise workloads, focus on ethical AI, chatbot-powered customer service, etc.

Generative AI Market: Global Analysis

Global Generative AI Market by Value



Global Generative AI market was valued at US\$... billion in 2023 and is anticipated to reach up to US\$... billion by 2029 from US\$... billion in 2024, with a CAGR of xx%.

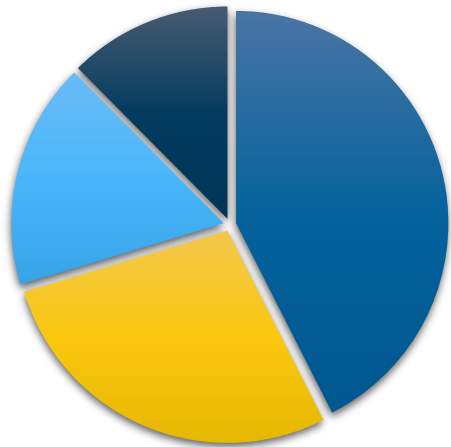
Generative AI Market: Global Analysis

Global Generative AI Market by Component; 2023



| Component | Share (2023) |
|-----------|--------------|
| Software | xx% |
| Services | xx% |

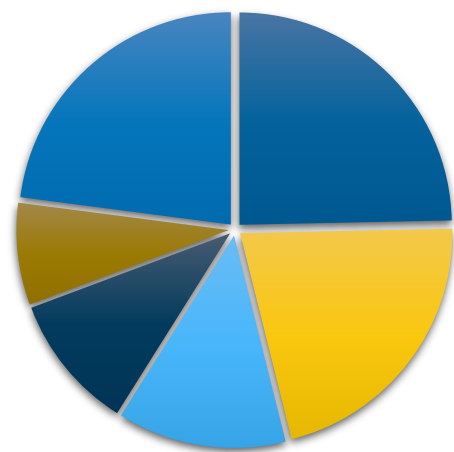
Global Generative AI Market by Technology; 2023



| Technology | Share (2023) |
|---------------------------------|--------------|
| Transformer | xx% |
| Generative Adversarial Networks | xx% |
| Variational Auto-encoder | xx% |
| Diffusion Networks | xx% |

Generative AI Market: Global Analysis

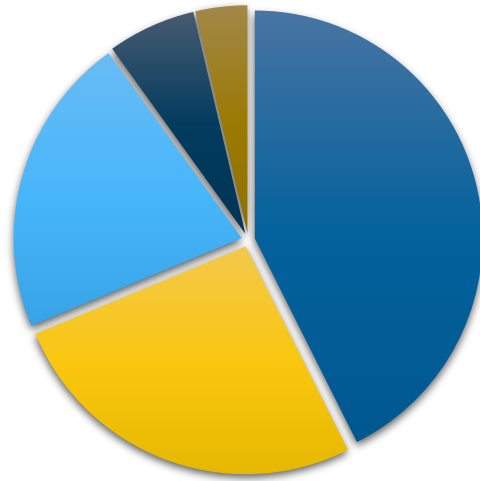
Global Generative AI Market by End User; 2023



| End User | Share (2023) |
|-----------------------------|--------------|
| Media & Entertainment | xx% |
| IT & Telecommunication | xx% |
| Healthcare | xx% |
| Cosmetics | xx% |
| Automotive & Transportation | xx% |
| Others | xx% |

Generative AI Market: Global Analysis

Global Generative AI Market by Region; 2023



North America, xx%

Europe, xx%

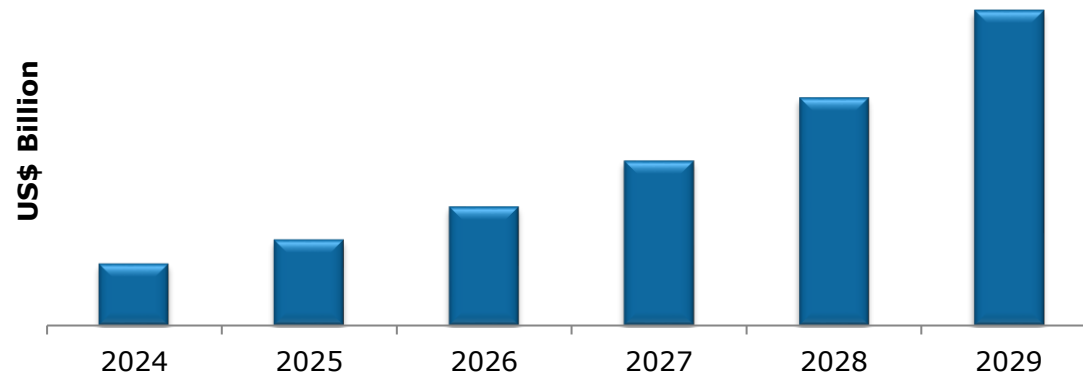
Asia Pacific, xx%

Middle East and Africa, xx%

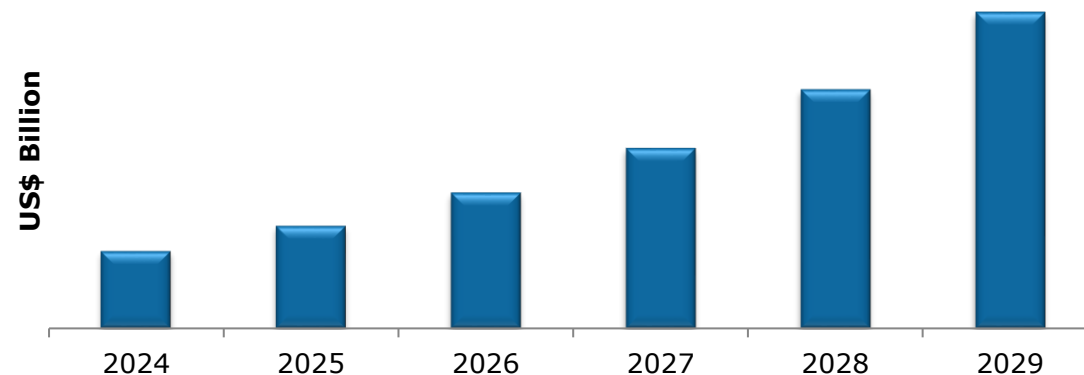
Latin America, xx%

Generative AI Market: Component Analysis

Global Software Generative AI Market by Value



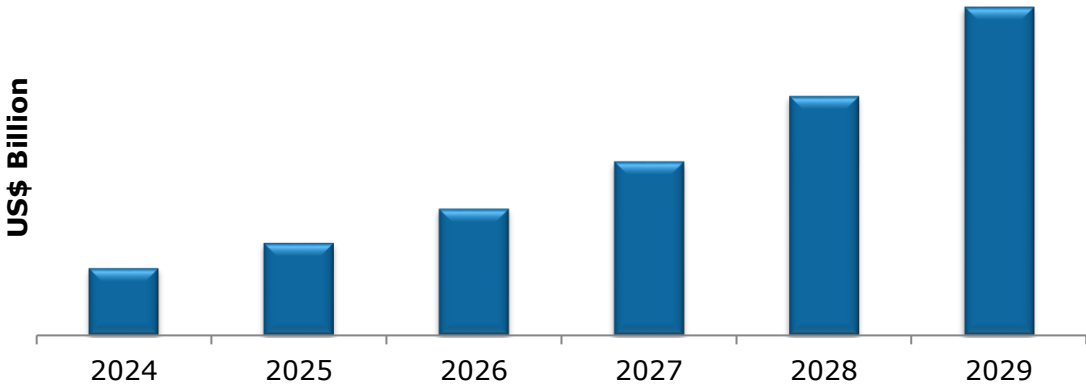
Global Services Generative AI Market by Value



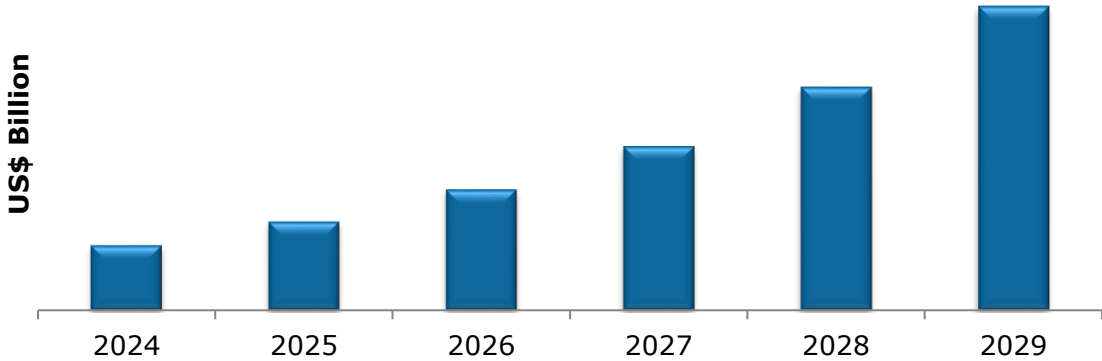
| Component | CAGR (2024-2029) |
|-----------|------------------|
| Software | xx% |
| Services | xx% |

Generative AI Market: Technology Analysis

Global Transformer Generative AI Market by Value



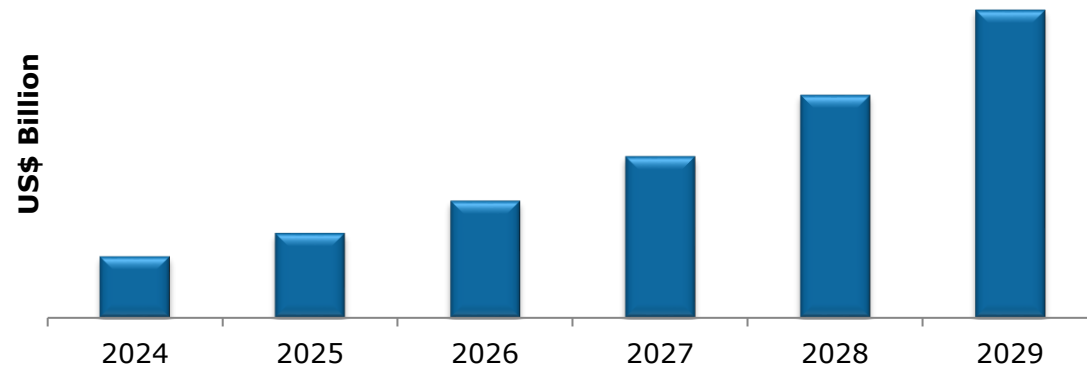
Global Generative Adversarial Networks Generative AI Market by Value



| Technology | CAGR (2024-2029) |
|---------------------------------|------------------|
| Transformer | xx% |
| Generative Adversarial Networks | xx% |
| Variational Auto-encoder | xx% |
| Diffusion Networks | xx% |

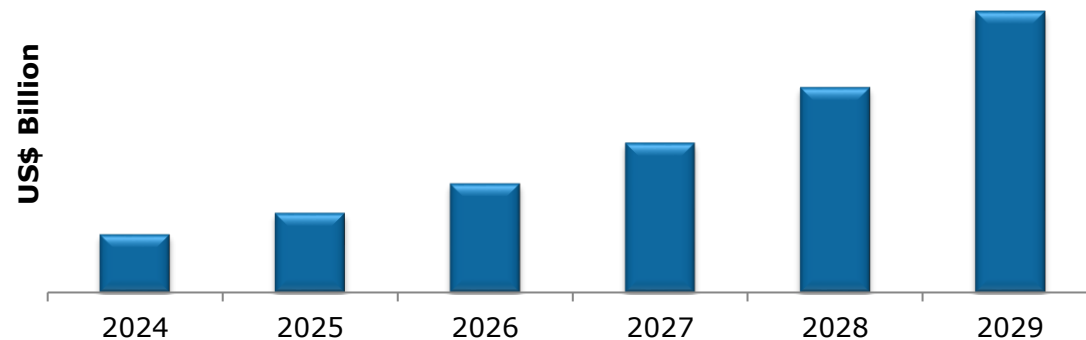
Generative AI Market: End User Analysis

Global Media & Entertainment Generative AI Market by Value



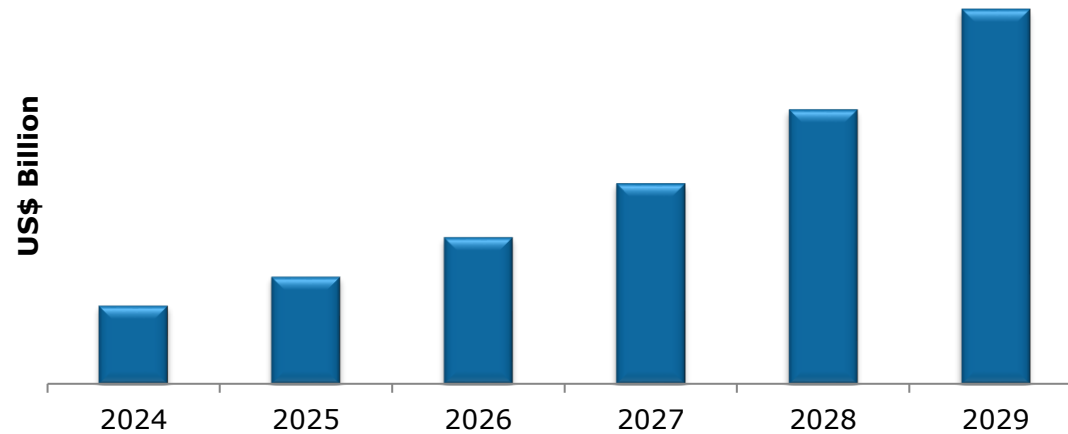
| End User | CAGR (2024-2029) |
|-----------------------------|------------------|
| Media & Entertainment | xx% |
| IT & Telecommunication | xx% |
| Healthcare | xx% |
| Cosmetics | xx% |
| Automotive & Transportation | xx% |
| Others | xx% |

Global IT & Telecommunication Generative AI Market by Value

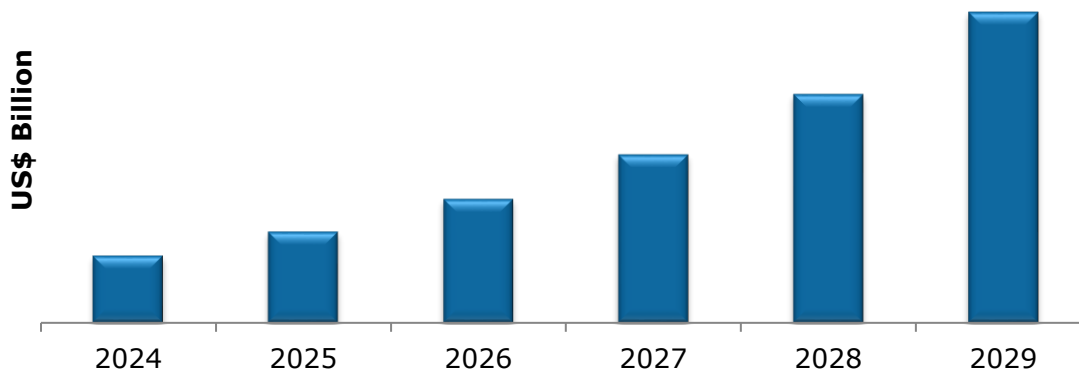


Generative AI Market: Regional Analysis

North America Generative AI Market by Value



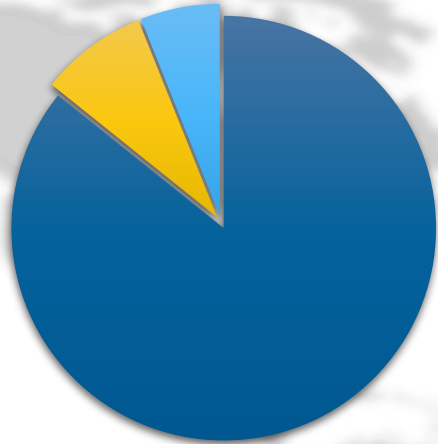
Europe Generative AI Market by Value



| Regional | CAGR | |
|------------------------|-----------|-----------|
| | 2019-2023 | 2024-2029 |
| North America | xx% | xx% |
| Europe | xx% | xx% |
| Asia Pacific | xx% | xx% |
| Middle East and Africa | xx% | xx% |
| Latin America | xx% | xx% |

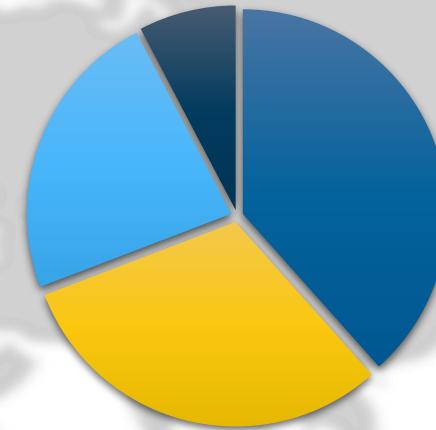
North America Generative AI Market: An Analysis

North America Generative AI Market by Region; 2023



| Region | Share (2023) | CAGR (2024-2029) |
|--------|--------------|------------------|
| The US | xx% | xx% |
| Canada | xx% | xx% |
| Mexico | xx% | xx% |

The US Generative AI Market by Technology; 2023 (Percentage, %)



| Technology | Share (2023) |
|---------------------------------|--------------|
| Transformer | xx% |
| Generative Adversarial Networks | xx% |
| Variational Auto-encoder | xx% |
| Diffusion Networks | xx% |

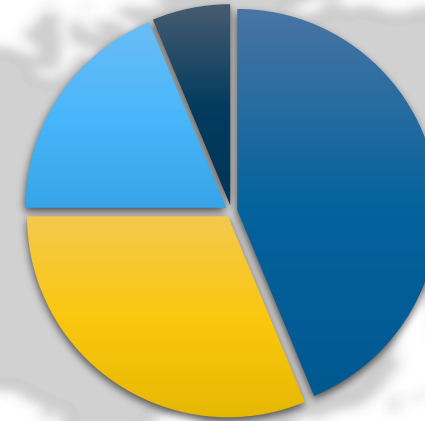
Europe Generative AI Market: An Analysis

Europe Generative AI Market by Region; 2023



| Region | Share (2023) | CAGR (2024-2029) |
|----------------|--------------|------------------|
| Germany | xx% | xx% |
| The UK | xx% | xx% |
| France | xx% | xx% |
| Italy | xx% | xx% |
| Spain | xx% | xx% |
| Rest of Europe | xx% | xx% |

The UK Generative AI Market by Technology; 2023 (Percentage, %)



| Technology | Share (2023) |
|---------------------------------|--------------|
| Transformer | xx% |
| Generative Adversarial Networks | xx% |
| Variational Auto-encoder | xx% |
| Diffusion Networks | xx% |

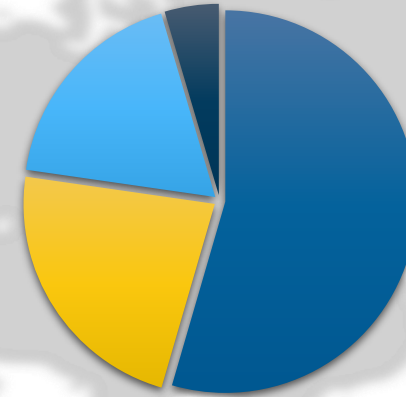
Asia Pacific Generative AI Market: An Analysis

Asia Pacific Generative AI Market by Region; 2023



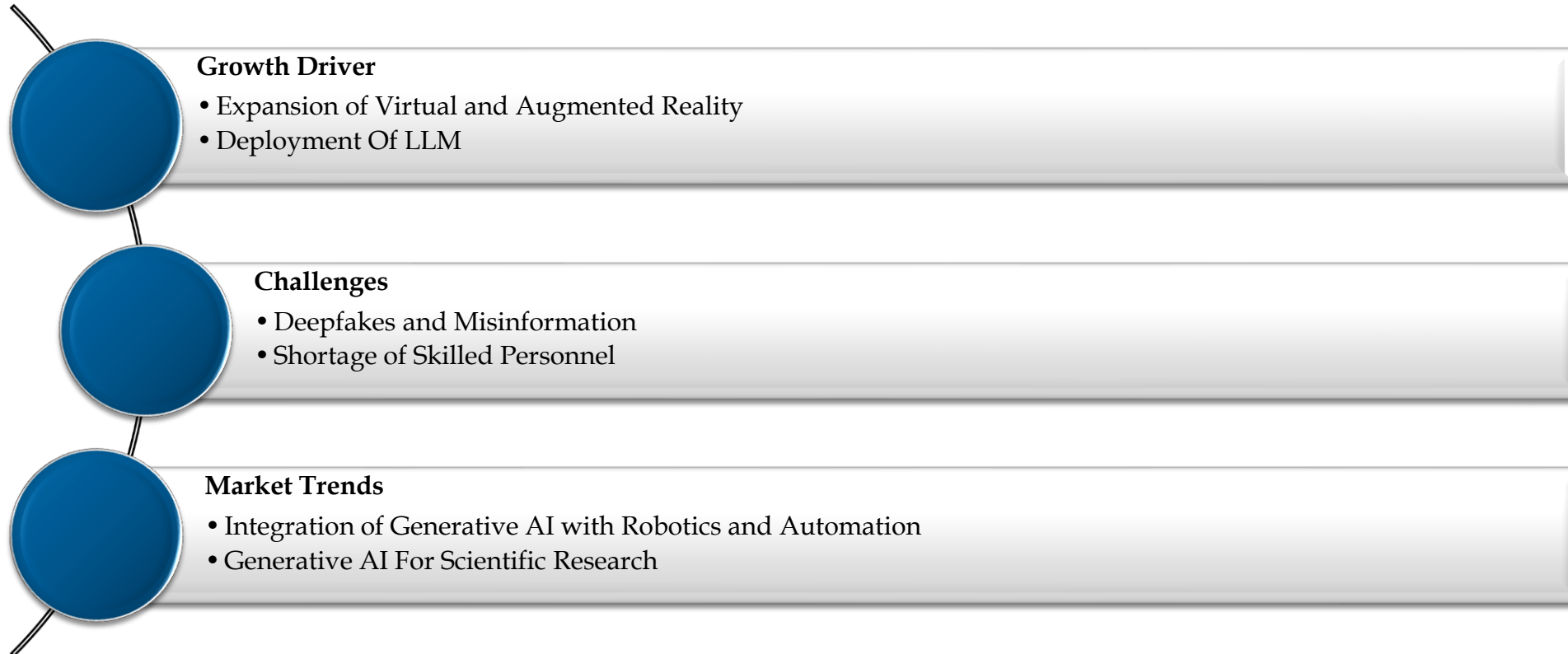
| Region | Share (2023) | CAGR (2024-2029) |
|----------------------|--------------|------------------|
| China | xx% | xx% |
| Japan | xx% | xx% |
| India | xx% | xx% |
| South Korea | xx% | xx% |
| Rest of Asia Pacific | xx% | xx% |

China Generative AI Market by Value; 2024-2029



| Technology | Share (2023) |
|---------------------------------|--------------|
| Transformer | xx% |
| Generative Adversarial Networks | xx% |
| Variational Auto-encoder | xx% |
| Diffusion Networks | xx% |

Global Generative AI Market: Dynamics



Global Generative AI Market: Competitive Landscape

Players Profiled

- ❑ Amazon.Com, Inc. (Amazon Web Services, Inc.)
- ❑ Microsoft Corp.
- ❑ Alphabet Inc.
- ❑ IBM
- ❑ Salesforce, Inc.
- ❑ Nvidia Corporation
- ❑ Accenture
- ❑ Cognizant Technology Solutions Corporation
- ❑ Capgemini
- ❑ Adobe Inc.
- ❑ Infosys
- ❑ SAP SE
- ❑ Synthesis AI
- ❑ D-ID
- ❑ OpenAI Inc.