Generative AI: Global Markets

Market Research Report | 2025-01-20 | 217 pages | BCC Research

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Report description:

Description

Report Scope
This report provides an overview of the global generative AI market and examines market trends. It includes base year data from 2023 and projected data from 2024 through 2029. The report analyzes the global market revenue ($ millions) for segments (i.e., offerings, data type, application, end-user industry) and regions (i.e., North America, Europe, Asia-Pacific, the Rest of the World). The market by offerings includes software, hardware and services. The software segment is categorized based on its foundational models and deployment mode. The software foundational models are segmented into statistical, rule-based and deep learning models, including their respective types. The software deployment mode covers on-premises and clouds. The hardware offerings cover the central processing unit (CPU), graphics processing unit (GPU) and tensor processing unit (TPU). The service offered further includes professional and managed services.
The market by data type covers text, code, audio/speech and images/videos. The market by application includes business integration and visualization, content management, synthetic data management, automation and integration, and generative design. The market by end-user industry is segmented into BFSI, healthcare and life sciences, IT and ITeS, manufacturing, media and entertainment, retail and e-commerce and others. The market by region covers North America, Europe, Asia-Pacific and the Rest of the World.
The report examines the key trends and challenges driving the market and the companies operating in it. It analyzes regulatory landscape and environmental, social and corporate governance (ESG) developments. It covers patent activity and emerging technologies in the generative AI market. It also provides the competitive landscape among leading players, detailing the market ecosystem and the venture funding information. The report also provides detailed profiles of the significant generative AI players and their strategies to enhance their market presence.
Report Includes
- 83 data tables and 60 additional tables
- An analysis of the global market trends for generative artificial intelligence technology, with market revenue data for 2023,

estimates for 2024, forecasts for 2025 and projected CAGRs through 2029
- Estimates of the market size and revenue growth prospects, along with a market share analysis by offering, software deployment type, data type, application, end-user industry and region
- Facts and figures pertaining to the market dynamics, advances in AI technology, regulations, and the impact of macroeconomic factors
- A Porter's Five Forces model, and global supply chain and PESTLE analyses
- Analysis of patents, emerging trends and developments
- Analysis of the industry structure, including companies' market shares and rankings, strategic alliances, M&A activities and a venture funding outlook
- Overview of sustainability trends and ESG developments, with emphasis on consumer attitudes, and the ESG scores and practices of leading companies
- Profiles of the leading companies, including OpenAI, Alphabet Inc. (Google), Meta, Microsoft Corp., and Lumen5

Executive Summary

Summary:

Traditional artificial intelligence (AI) concentrates on evaluating data to make predictions, and generative AI is a subfield of AI that specializes in creating new data. With notable developments since 2022, its growing capacity to produce unique content in various media is revolutionizing sectors. It uses pre-trained learning techniques to produce new pictures, audio, video, text and code. This nextgeneration AI identifies the underlying pattern connected with the input and creates new, realistic artifacts that replicate the training data's features. Generative AI is spreading like wildfire, propelling the global industry to the next level. The wildfire is raging through most industries, with businesses wanting to use AI to enhance different operations and stay competitive with their AI-using peers.

Technological Advances and Applications

Generative AI represents a significant leap in AI, enabling machines to create new content across various formats, including text, images, audio and video. This technology has evolved rapidly, particularly with advances in deep learning and the development of sophisticated models, such as generative adversarial networks (GANs) and transformers. These models allow AI systems to learn from vast datasets and generate content miming human creativity and style. Models such as ChatGPT can produce coherent and contextually relevant text. In image generation, tools such as DALL-E can create unique visuals based on textual descriptions.

Integrating generative AI with emerging technologies, such as edge computing, explainable AI, blockchain, the metaverse, privacy-preserving AI and high-performance computing, drives innovation across various sectors, including healthcare, finance and entertainment. It enhances patient care and training through immersive simulations and secure data management. In finance, it improves risk assessment and fraud detection while ensuring transaction security. The metaverse allows generative AI to create personalized and dynamic user experiences, while high-performance computing ensures smooth operations. Explainable AI fosters transparency in decision-making processes, and edge computing enhances real-time data processing. Together, these technologies unlock new possibilities for efficiency, security and user engagement across industries.

Table of Contents:

Table of Contents
Chapter 1 Executive Summary
Market Outlook
Scope of Report
Market Summary

Technological Advances and Applications
Market Dynamics and Growth Factors
Segmental Analysis
Regional Insights
Investment Trends
Conclusion
Chapter 2 Market Overview
Current Market Outlook
Future Market Outlook
Future Plans of Key Companies
Strategic Suggestions for Companies
Macroeconomic Factors Analysis
Impact on Productivity and Labor Market
Geopolitical Significance of Generative AI
Porter's Five Forces Analysis
Case Study Analysis
Case Study 1
Case Study 2
Case Study 3
Case Study 4
Case Study 5
Case Study 6
Case Study 7
Case Study 8
Chapter 3 Market Dynamics
Key Takeaways
Market Dynamics Snapshot
Market Drivers
Rising Demand for Personalized Content and Experiences
Advances in Artificial Intelligence and Machine Learning
Proliferation of Cloud Computing and AI-as-a-Service
Growth in Video and Audio Content Creation
Market Restraints
High Costs Associated with Training Data Preparation
Probability of Incorrect and Erroneously Generated Output
Market Challenges
Concerns Regarding Data Quality and Availability
Regulatory and Compliance Issues
Market Opportunities
Growing Demand for Automation Across Industries
Expanding Use of Synthetic Data for AI Training
Surge in Deployment of Large Language Models
Chapter 4 Regulatory Landscape
Key Takeaways
Key Regulatory Bodies, Government Agencies and Other Organizations
North America
Europe

Asia-Pacific
Rest of World
AI-Related Bills and Regulations, by Region
North America
Europe
Asia-Pacific
Rest of World
Chapter 5 Emerging Technologies and Developments
Key Takeaways
Emerging Technologies and Trends
Edge Computing
Explainable AI
Privacy-Preserving AI
Blockchain
High-Performance Computing
Digital Twins
Metaverse
Patent Analysis
Chapter 6 Market Segmentation Analysis
Segmentation Breakdown
Market Breakdown by Offerings
Key Takeaways
Software
Hardware
Services
Market Breakdown by Data Type
Key Takeaways
Text
Code
Audio/Speech
Image/Video
Market Breakdown by Application
Key Takeaways
Business Integration and Visualization
Content Management
Synthetic Data Management
Automation and Integration
Generative Design
Market Breakdown by End-User Industry
Key Takeaways
Media and Entertainment
Banking, Financial Services and Insurances
Information Technology and IT-Enabled Services
Healthcare and Lifesciences
Retail and E-Commerce
Manufacturing
Others

Geographic Breakdown
Market Breakdown by Region
Key Takeaways
North America
Europe
Asia-Pacific
Rest of the World
Chapter 7 Competitive Intelligence
Key Takeaways
Key Players in Generative AI
Market Rankings of Key Players
Forefront, Pathfinder, Niche and Vital Positioning Matrix for Generative AI Companies
Strategic Analysis
Strategic Recommendations
Generative AI Market Ecosystem
Core Technology Providers
Cloud Platforms and Infrastructure Providers
Development and Deployment Tools
Generative AI Service Providers
End-User Industries Applications
Government and Regulatory Bodies
Venture Fundings and Investments Landscape
Venture Capital Investments in Generative AI
Startup Fundings in the Generative AI Industry
Chapter 8 Sustainability in Generative AI Industry: An ESG Perspective
Key Takeaways
Current Status of ESG in the Generative AI Market
ESG Practices in the Generative AI Market
Concluding Remarks from BCC Research
Chapter 9 Appendix
Research Methodology
References
Abbreviations
Company Profiles
ACCENTURE
ADOBE
ALIBABA GROUP HOLDING LTD.
ALPHABET INC. (GOOGLE)
AMAZON.COM INC.
ANTHROPIC PBC
CAPGEMINI
IBM
LUMEN5
META
MICROSOFT
NVIDIA CORP.
OPENAI

PERSADO
SIMPLIFIED (TLDR TECHNOLOGIES INC.)
Other Key Players

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