

AI for Sales and Marketing Market by Offering (CRM, Chatbots, AI Agents, Digital Marketing, CDP), Application (Content Marketing, Sentiment Analysis, Predictive Analytics, CX), Technology (ML, NLP, Generative AI) and End User - Global Forecast to 2030

Market Report | 2025-02-26 | 421 pages | MarketsandMarkets

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Report description:

The AI for sales and marketing market is projected to grow from USD 57.99 billion in 2025 to USD 240.58 billion by 2030 at a compound annual growth rate (CAGR) of 32.9% during the forecast period. The rising demand for automation, personalized customer engagement, and data-driven insights drive AI for the sales and marketing market. AI enhances lead generation, customer segmentation, and predictive analytics, optimizing sales strategies and marketing ROI. NLP and machine learning advancements enable intelligent chatbots, recommendation systems, and sentiment analysis. However, challenges such as high implementation costs, data privacy concerns, and integration issues with legacy systems hinder adoption. Additionally, resistance to AI due to job displacement fears and ethical concerns further restrains market growth.

"Sales agents software type is expected to hold the largest market share during the forecast period"

Sales agents of sales software type are expected to witness the fastest growth in the AI for sales and marketing market due to increasing adoption of AI-driven tools that enhance productivity, automate repetitive tasks, and improve customer interactions. AI-powered sales assistants leverage machine learning and predictive analytics to provide real-time insights, optimize lead scoring, and personalize outreach, boosting conversion rates. Businesses are prioritizing AI-enabled CRM and virtual assistants to streamline sales pipelines and decision-making. Additionally, the rising demand for AI-driven chatbots, automated follow-ups, and sales forecasting solutions further accelerates adoption, making AI-powered sales agents a key driver of market growth.

"Chatbots & conversational marketing tools software type will have the fastest growth rate during the forecast period"

Chatbots and conversational marketing tools are expected to hold the largest market share in the AI for sales and marketing market due to their widespread adoption for enhancing customer engagement, automating interactions, and improving lead

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conversion. Businesses across industries leverage AI-driven chatbots for 24/7 customer support, personalized recommendations, and seamless communication across multiple channels. The integration of NLP and machine learning enables chatbots to provide human-like responses, improving customer experience and retention. Additionally, the rise of messaging platforms, voice assistants, and self-service solutions has further boosted demand. Their cost-effectiveness, scalability, and ability to streamline marketing and sales workflows drive their dominant market position.

"Asia Pacific's to witness rapid AI for sales and marketing growth fueled by innovation and emerging technologies, while North America leads in market size"

Asia Pacific is expected to witness the fastest growth in the AI for sales and marketing market due to rapid digital transformation, increasing AI investments, and growing adoption of automation across industries. Expanding e-commerce, rising smartphone penetration, and strong government support for AI initiatives further fuel market expansion. Meanwhile, North America will hold the largest market share, driven by the presence of major AI technology providers, high adoption rates of AI-driven CRM and marketing automation tools, and strong investments in AI research and development. The region's advanced infrastructure, data-driven decision-making culture, and early adoption of emerging technologies solidify its dominance in the market.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the AI for sales and marketing market.

-□By Company: Tier I - 21%, Tier II - 45%, and Tier III - 34%

-□By Designation: Directors - 51%, Managers - 34%, and others - 15%

-□By Region: North America - 44%, Europe - 27%, Asia Pacific - 19%, Middle East & Africa - 4%, and Latin America - 6%

The report includes the study of key players offering AI for sales and marketing solutions and services. It profiles major vendors in the AI for sales and marketing market. The major players in the AI for sales and marketing market include IBM (US), NVIDIA (US), OpenAI (US), Microsoft (US), Google (US), AWS (US), Oracle (US), Salesforce (US), SAP (Germany), Adobe (US), Hootsuite (Canada), Zoho (India), Sprout Social (US), Dialpad (US), Gong.io (US), Brand24 (Poland), HubSpot (US), 6sense (US), Palantir Technologies (US), Khoros (US), Sprinklr (US), People.ai (US), Copy.ai (US), Moveworks (US), Outreach (US), H2O.ai (US), Synthesia (UK), Jasper (US), Writesonic (US), Salesloft (US), Zapier (US), HeyGen (US), Conversica (US), Relevance AI (Australia), Persana AI (US), Cognism (UK), Lavender (US), Clari (US), Tidio (US), Writer (US), Seamless.AI (US), AiChat (Singapore), Creatio (US), Lately.AI (US), and Regie.ai (US).

Research coverage

This research report covers the AI for sales and marketing market and has been segmented based on offering, deployment mode, application, technology, and end user. The offering segment consists of sales software types and marketing software types. The sales software type segment contains customer relationship management (CRM), email generators, chatbots & virtual assistants, sales agents, sales forecasting tools, sales intelligence tools, lead scoring tools, and others (sales coach and personalized outreach tools). The marketing software type segment consists of advertising tools, digital marketing tools, content creation & copywriting tools (text generators, image generators, video generators, audio & speech generators), social media management, SEO optimization software, marketing agents, customer data platform (CDP), chatbots & conversational marketing tools, and others (email marketing and influencer marketing). The deployment mode segment is bifurcated into on-premises and cloud. The application segment includes sales applications and marketing applications. The sales application segment consists of sentiment analysis, predictive forecasting, call summaries & exploration, guided selling & reporting, conversation mining, pricing & quotation optimization, revenue intelligence, competitor analysis, deal & pipeline management, and other sales applications (sales performance analytics, customer churn prediction, inventory management, and supply chain optimization). The marketing application segment consists of predictive analytics, content marketing & generation, audience segmentation & personalization, programmatic advertising, customer experience management, campaign management, voice search optimization, and other marketing applications (media monitoring, brand reputation management, and customer journey mapping). The technology segment is bifurcated into two sub segments called other AI and generative AI. Other AI segment contains machine learning, natural language processing, predictive analytics, and context-aware AI. The end user segment consists of enterprises and individual users. The enterprise end users consist of education, BFSI, automotive, healthcare & life sciences, technology & software, media & entertainment, manufacturing, telecommunications, travel & hospitality, retail & e-commerce, and other

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enterprise end users (government & public sector, construction & real estate, transportation & logistics). The regional analysis of the AI for sales and marketing market covers North America, Europe, Asia Pacific, the Middle East & Africa (MEA), and Latin America. The report also contains a detailed analysis of investment & funding scenarios, case studies, regulatory landscape, ecosystem analysis, supply chain analysis, pricing analysis, and technology analysis.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall AI for sales and marketing market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

• **Analysis of key drivers** (The development of explainable AI models, Advancements in privacy-preserving machine learning techniques, The maturation of real-time processing capabilities has allowed AI systems to analyze and respond to customer interactions), **restraints** (AI struggles to interpret complex human emotions and nuanced buyer intent, AI-generated sales outreach often lacks the authenticity needed for high-conversion engagement, and The shortage of marketing professionals who understand both AI capabilities and fundamental marketing principles), **opportunities** (The convergence of augmented reality and AI is creating opportunities for immersive product demonstrations, Multimodal AI models are opening new possibilities for creating dynamic video content, and The integration of quantum computing with AI marketing systems), and **challenges** (The rise of synthetic data and AI-generated personas, AI struggles to generate truly personalized marketing content that resonates with diverse audiences, and AI-driven lead scoring systems often misinterpret buyer intent).

• **Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AI for sales and marketing market.

• **Market Development:** Comprehensive information about lucrative markets - the report analyses the AI for sales and marketing market across varied regions.

• **Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AI for sales and marketing market.

• **Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players like IBM (US), NVIDIA (US), OpenAI (US), Microsoft (US), Google (US), AWS (US), Oracle (US), Salesforce (US), SAP (Germany), Adobe (US), Hootsuite (Canada), Zoho (India), Sprout Social (US), Dialpad (US), Gong.io (US), Brand24 (Poland), HubSpot (US), 6sense (US), Palantir Technologies (US), Khoros (US), Sprinklr (US), People.ai (US), Copy.ai (US), Moveworks (US), Outreach (US), H2O.ai (US), Synthesia (UK), Jasper (US), Writesonic (US), Salesloft (US), Zapier (US), HeyGen (US), Conversica (US), Relevance AI (Australia), Persana AI (US), Cognism (UK), Lavender (US), Clari (US), Tidio (US), Writer (US), Seamless.AI (US), AiChat (Signapore), Creatio (US), Lately.AI (US), Regie.ai (US), among others in the AI for sales and marketing market. The report also helps stakeholders understand the pulse of the AI for sales and marketing market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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