Enterprise AI - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Enterprise AI Market size is estimated at USD 58.11 billion in 2025, and is expected to reach USD 474.16 billion by 2030, at a CAGR of 52.17% during the forecast period (2025-2030).

Enterprises recognize the value of incorporating artificial intelligence into their business processes, improving efficiency and reducing costs by automating process flows. Most importantly, it has helped enterprises predict business outcomes, driving profitability.

Key Highlights
- The digitalization of enterprises is the most dominant trend in the market. The fourth industrial revolution (Industry 4.0) is characterized by physical and advanced digital technologies, such as the Internet of Things, artificial intelligence, intelligent robots, ubiquitous mobile supercomputing, information management, and analytics, which significantly impact various industries.
- The boom of industrial automation, with the widespread adoption of Industry 4.0, is driving the adoption of robots and automated technologies to enhance the efficiency of manufacturing processes. For instance, according to Bank of America, the industrial robot segment of robotics and AI is expected to be valued at about USD 24 billion by 2025. This trend has augmented robotic process automation (RPA) among enterprises, a significant aspect of AI.
- Additionally, in June 2022, Critical Manufacturing, a provider of an Industry 4.0-focused Manufacturing Execution System (MES), announced that it was selected by SwissSEM to optimize its production processes. This decision is made to move towards greater digital automation based on minimizing operating costs and enhancing operating efficiency for its highly complex production line. The new Manufacturing Execution System (MES) from Critical Manufacturing will facilitate accurate, real-time information about production processes, establishing a basis for continuous process improvement, enhanced quality, and reduced costs.
- Various manufacturing industries have experienced tremendous development due to new technologies, including edge

computing, augmented and virtual reality, industrial robots, self-driving cars, digital manufacturing, IIOT, and digital manufacturing. These solutions enhance production processes' personalization, adaptability, and agility, which may further drive market growth.

- In February 2022, United States Steel and Carnegie Foundry, a robotics and AI studio, announced a strategic investment and relationship. The two Pittsburgh-based startups will work together to accelerate and expand industrial automation using cutting-edge robotics and artificial intelligence. Carnegie Foundry will use this funding to market and scale its industrial automation portfolio of robotics and AI technologies in advanced manufacturing, industrial robots, integrated systems, autonomous mobility, speech analytics, and other areas.

- According to US Steel, the collaboration keeps the company at the forefront of growing innovation in robotics and independent solutions for the industry. According to the steelmaker, highly advanced technology will be required to meet its client's expectations for a robust and resilient supply chain.

- Furthermore, Enterprise AI is a significant enabler of digital transformation. Nearly every enterprise software application will be AI-enabled in the years to come. Developing competencies in the capability to build, deploy, and operate enterprise AI applications at scale, therefore, is becoming imperative for business survival.

- According to O'Reilly's 2022 report on enterprise AI adoption (based on the answers given by recipients of its newsletters to a questionnaire on enterprise AI adoption), 31% of companies report not using AI (up from 13% recently), 43% are evaluating adoption, and 26% have implemented AI applications. The immediate increase, from 18% to 31%, in manufacturing respondents with AI was in Oceania. A considerable number of organizations lack AI governance. Of the 26% of respondents with AI products in production, only 49% have a governance plan to oversee how projects are created, measured, and observed (versus 51% for those without).

- In recent years, various partnerships focused on solutions related to Industry 4.0 have further accelerated the studied market's growth. For instance, in January 2022, Telefonica Tech, the digital services arm of Telefonica, signed a deal with Spanish engineering services company Grupo Alava to introduce a predictive analytics solution for the Industry 4.0 market that also leverages private 5G, big-data 'AI' analytics, and cloud and edge computing from the Spanish operator.

Enterprise AI Software Market Trends

Cloud Deployment is Expected to Experience a Significant Market Growth

- The AI cloud, which was previously a concept, has now started to be implemented by enterprises, combining AI with cloud computing. Some significant factors driving it include AI tools and software that deliver new, increased value to cloud computing. It is an economical data storage and computation option and plays a role in AI adoption.

- According to Flexera Software, 75% of enterprise respondents indicated adopting Microsoft Azure for public cloud usage in 2023. AWS, Microsoft Azure, and Google Cloud, or hyper scalers, are among the highest cloud computing platform providers worldwide.

- An AI cloud primarily consists of a shared infrastructure for AI use cases, supporting multiple projects and AI workloads simultaneously on cloud infrastructure at any given time. The AI cloud combines AI hardware and software to deliver AI software-as-a-service on hybrid cloud infrastructure, providing organizations with access to AI and enabling them to harness AI capabilities more.

- One of the most compelling advantages of AI in the cloud is the challenges it addresses. It significantly democratizes AI, making it more accessible. Lowering the adoption costs and facilitating co-creation and innovation drive AI-powered transformation for enterprises.

- Organizations across the world are increasingly adopting cloud solutions. For instance, in July 2022, Cloud Connect Communications, a B2B virtual network operator (VNO), was licensed by the Department of Telecommunications (DoT) to operate in Mumbai and Ahmedabad. CloudConnect would deliver corporate call management systems with Integrated Cloud-based Communication Solutions, CRM (customer relationship management) Integration with telephony through programmable APIs, and

calls and administrative access to the forum in local and foreign markets.
- Further, in January 2022, Oracle introduced Oracle Cloud for Telcos. Oracle Cloud for Telcos is a complete suite of cloud solutions built on Oracle Cloud Infrastructure. OCI is a cloud platform that can be utilized in dispersed cloud architecture and has 36 public cloud regions globally. Moreover, with over 60 industry application suites, the OCI platform enables third-party, custom, and Oracle Fusion Cloud Applications Suite workloads.

Europe to Experience Significant Market Growth

- The European region is witnessing increased demand due to mainstream trends, such as the industrial revolution and automation. The regional firms have been identified to invest in various automation technologies, such as robotics, artificial intelligence, etc., with developments in machine learning.
- Many government fundings also aid the adoption of the latest technologies in the manufacturing industry in the region. For Instance, in October 2022, UK Research and Innovation (UKRI) awarded 12 smart factory projects a share of GBP 13.7 million in funding to develop technologies that improve energy efficiency, productivity, and growth in manufacturing. The budget recipients include companies using AI to spot inefficiencies in steel production and using recycled materials in 3D printing. It is a part of the government's broader GBP 147 million Made Smarter Innovation Challenge that seeks to increase the use of technology within UK manufacturing.
- Moreover, major regional players are investing and expanding their capabilities in the Enterprise AI market. For Instance, in September 2022, to address the country's quickly growing demand for enterprise cloud services, Oracle announced the creation of the first Oracle Cloud Infrastructure (OCI) region in Spain. With the opening of the new territory in Madrid, Oracle's public and private sector clients and partners in Spain will have access to various cloud services that will help them update their applications, experiment with data and analytics, and move mission-critical workloads from their data centers to OCI.
- For Instance, in May 2022, Hewlett Packard Enterprise announced the launch of its new site in the Czech Republic to strengthen Europe's Supercomputer Supply Chain. The new factory will likely manufacture the company's custom-designed solutions to advance scientific research, mature AL/ML initiatives, and accelerate innovation.
- Moreover, in May 2022, one of the top three suppliers of fireplaces in Europe, Jotul, and Infor, the business cloud provider, established a partnership. Jotul supplies the markets through one of the largest industry-wide global networks of its sales organizations and distributors. Jotul will upgrade to Infor M3 CloudSuite, a standardized industrial manufacturing solution, and Infor Consulting Services from its present ERP solution.
- This rise in cognitive computing is expected to enable the replication of human sensory perception, deduction, thinking, learning, and decision-making capabilities across regional enterprises. The ability to harness considerable amounts of computing power is poised to take this paradigm beyond human replication, both in terms of speed and capacity, to distinguish patterns and provide potential solutions that individuals may not be equipped to perceive, thus augmenting the use of AI solutions.
- Furthermore, a rise in the penetration of automation in the manufacturing sector, the rising need to mitigate manufacturing costs, and the penetration of machine-to-machine (M2M) technologies are encouraging the adoption of automation in the region, which is anticipated to propel the demand for industrial control systems. In addition, Germany is the fifth largest digital economy in the world, and Industry 4.0 for the digitalization of industrial production is being widely implemented in the country (as per GTAI). Also, 62% of companies utilize Industrie 4.0-related technologies and solutions (software, IT services, and hardware) in Germany, according to a Bitkom digital association study.

Enterprise AI Software Industry Overview

The competitive rivalry in the Enterprise AI Market is high due to many significant players. Players like IBM, SAP SE, Hewlett Packard Enterprise, Google Inc., Microsoft Corporation, Oracle Corporation, and many more are trying to achieve maximum

market share by designing new and innovative products for users. Their significant investments in research and Development, mergers & acquisitions, strategic expansion, funding, strategic partnership, etc., have allowed them to gain a competitive advantage.

August 2024: Sarvam AI, a startup based in Bengaluru and established just last year, unveiled a range of B2B products powered by its generative AI models. Targeting sectors such as financial services, legal services, consumer goods, technology, media, and telecom, Sarvam introduced a diverse product lineup on Tuesday. This lineup features Sarvam Agents, Sarvam 2B, Shuka 1.0, A1, and multiple Sarvam models tailored for various Indic languages.

In July 2024, Fujitsu entered into a strategic partnership with Cohere Inc., an enterprise AI company specializing in security and data privacy, with offices in Toronto and San Francisco. This partnership aims to develop and provide a large language model (LLM) that equips enterprises with advanced Japanese language capabilities, thereby enhancing customer and employee experiences.

Additional Benefits:

 - The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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