

## **Global Artificial Intelligence (AI) Platform Market - Technologies, Deployment Types, Company Types and Industry Sectors**

Market Report | 2025-08-01 | 459 pages | Industry Experts

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### **Report description:**

Global Artificial Intelligence (AI) Platforms Market Trends and Outlook

The global AI Platforms market is valued at US\$11.3 billion in 2024 and is projected to reach US\$56.3 billion by 2030, growing at a CAGR of 30.8%. The market's rapid expansion is driven by growing enterprise needs for automation, efficiency, and cost reduction. With over 80% of companies embedding AI into core strategies, platforms that can process vast datasets, originating from IoT devices, social media, and other digital sources, are in high demand. Breakthroughs in machine learning, deep learning, and neural networks, like Google's use of artificial neural networks for route optimization, are enhancing platform intelligence. Hyperscalers such as Microsoft Azure, AWS Bedrock, and Google Vertex AI are minimizing adoption barriers by offering scalable, ready-to-deploy AI services. This is enabling smaller organizations to embrace AI without significant upfront investments. Furthermore, the AI-as-a-Service (AlaaS) model has emerged as a cost-effective path for businesses to integrate AI capabilities, with tech giants like AWS, Microsoft, and Google dominating this space.

### AI Platforms Regional Market Analysis

North America is projected to hold the largest share of the global AI Platforms market in 2024, accounting for approximately 36.2% of total revenue. The region's dominance stems from the presence of global AI leaders such as Microsoft Azure, AWS, Google Cloud, and IBM Watson, all headquartered in the United States. Widespread enterprise adoption, particularly across finance, healthcare, and retail, is supported by robust cloud infrastructure, a strong AI talent pool, and significant R&D and venture capital investments, including a US\$20 billion federal AI push and nearly US\$18 billion in private AI funding in 2024. A relatively flexible regulatory environment compared to Europe further accelerates AI deployment. Asia-Pacific, however, is poised to experience the fastest growth, registering a CAGR of 34.6% between 2024 and 2030. Government-backed initiatives such as China's New Generation AI Development Plan, India's #AIforAll, and Japan's AI funding programs are catalyzing AI platform adoption across the region. With high digital penetration, rapid cloud adoption, and a thriving AI startup ecosystem in China and India, the region is leveraging both global and local cloud-based AI services. Affordable AlaaS offerings and increasing SME

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adoption are further propelling growth, with AI use among businesses expected to rise sharply in the coming years.

#### AI Platforms Market Analysis by Technology

Machine Learning (ML) dominates the global AI Platforms market by technology, accounting for an estimated 41.2% share in 2024, driven by its versatility across industries such as finance, healthcare, retail, and manufacturing. ML's ability to process both structured and unstructured data, along with support from frameworks like TensorFlow and PyTorch and cloud services like AWS SageMaker and Google Cloud AI, has made it the foundation of AI platforms. It plays a central role in powering automation, predictive analytics, and decision-making, while also serving as the backbone for other AI fields like computer vision and NLP. Meanwhile, Natural Language Processing (NLP) is expected to post the fastest CAGR of 33.8% during 2024-2030, fueled by rising demand for conversational AI, customer engagement, and real-time language interaction. Advances in transformer-based models like GPT, BERT, and Llama have enhanced NLP capabilities in text generation and multilingual understanding, while cloud-based APIs and low-code tools have expanded accessibility. Emerging use cases in legal, healthcare, and education, combined with growing adoption in multimodal AI systems, are further reinforcing NLP's position as the fastest-growing technology in the AI Platforms market.

#### AI Platforms Market Analysis by Deployment Type

Cloud deployment is the dominant and fastest-growing segment in the AI Platforms market, projected to hold a 63% share in 2024 and register a CAGR of 33% between 2024 and 2030. The cloud's flexibility in providing on-demand computational power, including access to GPUs and TPUs, enables dynamic scaling of AI workloads without large upfront investments. AI-as-a-Service (AlaaS) offerings from AWS, Azure, and Google Cloud simplify adoption by offering pre-built models, machine learning frameworks, and APIs, making advanced AI tools accessible even to organizations with limited in-house expertise. The cloud also reduces capital expenditure by eliminating the need for on-premise infrastructure while offering centralized storage, real-time data access, and collaboration capabilities across global teams. Cloud platforms facilitate rapid AI prototyping and deployment, shorten time-to-market, and support innovations in generative AI and IoT. With approximately 70% of enterprises already leveraging public cloud services, industries such as healthcare, finance, and retail are using cloud-based AI for predictive analytics, chatbots, and personalized experiences, reinforcing the cloud's pivotal role in shaping the future of AI platforms.

#### AI Platforms Market Analysis by Company Type

Large enterprises are expected to lead the global AI Platforms market in 2024 with a dominant share of 63.3%, driven by their capacity to invest in advanced infrastructure, specialized talent, and customized AI solutions. These organizations use AI platforms for a wide range of complex applications such as fraud detection, predictive maintenance, and supply chain optimization across their global operations. Their established IT ecosystems and access to vast datasets enhance the effectiveness of AI deployments, while integration with leading cloud providers like AWS, Azure, and Google Cloud is typically seamless. Moreover, large enterprises benefit from dedicated data science teams that tailor AI tools to specific business needs, including regulatory compliance in industries like finance and healthcare. In contrast, small and medium-sized enterprises (SMEs) are expected to witness the fastest growth between 2024 and 2030, with a projected CAGR of 34.8%. This surge is fueled by affordable, cloud-based, subscription models from platforms like Google Cloud AI and AWS SageMaker, along with the growing availability of low-code/no-code tools such as H2O.ai and DataRobot. These enable rapid AI adoption without deep technical expertise, helping SMEs automate functions like customer support, marketing, and resource optimization. AI-powered CRM tools from providers like Salesforce Einstein, Zoho, and HubSpot are also accelerating adoption among SMEs, reinforcing their growing importance in the AI platform ecosystem.

#### AI Platforms Market Analysis by Industry Sector

BFSI (Banking, Financial Services, and Insurance) represents the largest industry sector in the global AI Platforms market,

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contributing an estimated 18.6% share in 2024. The sector's data-rich environment, including customer profiles, transaction records, and insurance claims, makes it highly suitable for AI-driven analytics, fraud detection, and risk assessment. AI platforms are widely used for real-time identification of fraudulent activity, automation of loan and claims processing, and enhancing customer service through chatbots and robo-advisors. Leading institutions like JPMorgan Chase and Allstate are leveraging AI to deliver personalized offerings and streamline operations. On the other hand, Healthcare is expected to be the fastest-growing sector, registering a CAGR of 36.3% between 2024 and 2030. AI is transforming this field through innovations in diagnostics, drug discovery, personalized treatment, and patient monitoring. The rapid increase in healthcare data, such as electronic health records, wearable device data, and genomic information, is driving adoption of AI platforms for predictive analytics and clinical decision-making. Government initiatives, startup investments, and cloud-based tools like Azure Health AI and AWS HealthLake are lowering adoption barriers for providers of all sizes. Additionally, new use cases including AI-assisted surgeries, telemedicine, and mental health monitoring are accelerating the use of AI across the healthcare ecosystem.

## AI Platforms Market Report Scope

This global report on AI Platforms analyzes the global and regional markets based on Technology, Deployment Type, Company Type and Industry Sector for the period 2021-2030 with forecasts from 2024 to 2023 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

### Key Metrics

Historical Period: 2021-2024

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 30+

### AI Platforms Market by Geographic Region

?☐North America (The United States, Canada and Mexico)

?☐Europe (Germany, the United Kingdom, France, Italy, the Netherlands, Spain, Russia, Switzerland and Rest of Europe)

?☐Asia-Pacific (China, Japan, India, Australia, Singapore, South Korea and Rest of Asia-Pacific)

?☐South America (Brazil, Argentina, Colombia, Chile, Peru and Rest of South America)

?☐Middle East & Africa (The United Arab Emirates, South Africa, Egypt, Saudi Arabia, Morocco, Kuwait, Qatar and Rest of Middle East & Africa)

### AI Platforms Market by Technology

?☐Machine Learning (ML)

?☐Natural Language Processing (NLP)

?☐Deep Learning

?☐Computer Vision

?☐Robotic Process Automation (RPA)

### AI Platforms Market by Deployment Type

?☐Cloud

?☐On-Premise

### AI Platforms Market by Company Type

?☐Large Enterprises

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? Small & Medium-sized Enterprises (SMEs)

AI Platforms Market by Industry Sector

? BFSI (Banking, Financial Services, Insurance)

? IT & Telecom

? Manufacturing

? Government

? Healthcare

? Retail & Ecommerce

? Energy & Utilities

? Transportation

? Education

? Others

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- Qualcomm Technologies, Inc.
- Salesforce, Inc.
- ServiceNow Inc.
- SAS Institute Inc.
- SoundHound AI
- Symphony AI
- Wipro Ltd.

#### 4. KEY BUSINESS & PRODUCT TRENDS

##### o□June 2025

- C3 AI and HII Collaborate to Boost Shipyard Efficiency with Enterprise AI
- Mixpanel Announces Expansion of its Digital Analytics Platform
- xAI Now offers Grok Models through Oracle Cloud Infrastructure (OCI)
- Oracle and NVIDIA Expand Collaboration for AI Innovation
- Databricks Announces Strategic Partnership with Google Cloud
- Superblocks and Databricks Deepen Collaboration to Deploy Data and AI Apps Securely

##### o□May 2025

- Microsoft and Yotta Forge Partnership to Enhance AI infrastructure in India
- Meta and Red Hat Collaborate to Fuel the Evolution of Generative AI for Enterprise
- Clarifai Joins Vultr Cloud Alliance to Deliver Scalable, Secure Full-Stack AI Solutions
- Accenture Announces Collaboration with Dell Technologies and NVIDIA
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