

Global Artificial Intelligence AI In Mobile Apps Market Insights 2025: Key Trends, Market Size, and Growth Forecast

*The Business Research Company's
Artificial Intelligence AI In Mobile Apps
Global Market Report 2025 – Market Size,
Trends, And Forecast 2025-2034*

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/EINPresswire.com/ -- The global

market is experiencing an exponential

growth in the artificial intelligence AI in mobile apps, with the Business Research Company's latest report projecting promising prospects for the sector. With increasing digitalization of government and public services, AI in mobile apps is poised for a significant leap, coming off from a substantial \$1.20 billion in 2024 to an estimated \$1.74 billion in 2025. This surge is largely attributable to a compound annual growth rate CAGR of 45.1%.



The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034"

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Where Is The Artificial Intelligence AI In Mobile Apps Market Headed In The Future?

Indeed, AI-based mobile applications are heralding a new era of citizen-centric solutions, data-driven decision-making, advanced security measures, and revolutionized policy-making tools. More importantly, the trend is expected to ascend further with forecasts projecting growth to \$7.64 billion by 2029 at a compound annual

growth rate CAGR of 44.9%. A series of notable developments and advancements, including predictive analytics, natural language processing, AI chatbots, amongst others, are the significant contributors to this anticipated growth.

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What is shaping the growth landscape of AI in Mobile Apps Market?

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The rise of personalized user experiences is a fundamental driver propelling the growth of the AI in mobile apps market. Backed by a wealth of user data, the AI technology is able to tailor content, services, and interactions based on user's behavior, preferences, and demographics. This boosts engagement and satisfaction, enhancing the overall user experience. For instance, Idomoo, an Israel-based software company, recorded a whopping interest of 77% in user-customizable video in 2024, up from 72% in 2023.

Who Are The Key Players In The AI in Mobile Apps Market?

Among the major industry players in the AI in mobile apps market include Amazon.com Inc., Apple Inc., Google LLC, Samsung Electronics Co. Ltd., and Microsoft Corporation. Other key players include Meta Platforms Inc., Huawei Technologies Co. Ltd., Intel Corporation, International Business Machines Corporation IBM, and Qualcomm Incorporated. These companies have been instrumental in shaping the current landscape of the sector.

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What's The Latest Trend In The AI in Mobile Apps Market?

In developing their strategies, these major companies have resorted to creating innovative products, such as AI-based healthcare apps. These applications harness user data and medical information, thereby enhancing the diagnostic precision and streamlining the overall healthcare experience. One example is the launch of CipAir by Cipla Limited in December 2024. The mobile app aims at early asthma screening.

How Is The AI in Mobile Apps Market Segmented?

Segmentation of the AI in mobile apps market sees a division based on technology, operating system, application, end-use apps, machine learning, natural language processing NLP, and computer vision. Each of these segments focuses on specific modalities and applications of AI in mobile apps.

What Are The Regional Insights Of The AI in Mobile Apps Market?

A regional perspective reveals that Asia-Pacific stood out as the largest region in the AI in mobile apps market in 2024. Other regions covered in the report include Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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