

Enterprise Generative AI Market Analysis 2025 – Insights for Long-Term Investment & Planning

*The Business Research Company's
Enterprise Generative AI Market Analysis
2025 – Insights for Long-Term Investment
& Planning*

LONDON, GREATER LONDON, UNITED
KINGDOM, June 30, 2025

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Are You Curious About The Tremendous Growth In The [Enterprise Generative AI Market Size](#)?

The global enterprise generative ai market size has skyrocketed in recent years. Estimated values are pegged at \$3.33 billion in 2024, expected to grow to \$4.67 billion in 2025 at a compound annual growth rate CAGR of 40.3%. Factors such as increased deep learning, advanced computing power, the rise of generative adversarial networks, the influence of open-source initiatives, and contributions from research and academia have played a pivotal role in this staggering growth.

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It will grow to \$17.93 billion in 2029 at a compound annual growth rate (CAGR) of 39.9%.”

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Where Is The Enterprise Generative AI Market Headed In The Future?

Projections indicate that the enterprise generative ai market will seemingly continue with its exponential growth in the following years, reaching an estimated value of \$17.93 billion in 2029 at a compound annual growth rate CAGR of 39.9%. This anticipated growth can be attributed to advancements in explainable AI, the expansion of edge computing, the rise in synthetic data generation, advancements in quantum computing, and considering regulatory and ethical factors. Major trends set the course for expansions into novel industries, advancements in multimodal capabilities, an emphasis on ethical AI best practices, the rise of AI-as-a-Service, and

advancements in real-time adaptive learning models.

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What Is Powering This Rapid Market Expansion?

The spur in new startup establishment plays a significant role in driving the enterprise generative AI market forward. Startups, characterized as newly established, fast-growing companies, are often forged by entrepreneurs with their innovative ideas and revolutionary solutions. The surge in startups is influenced mainly by increased access to funding, an emergent culture of entrepreneurship, the evolution of market needs and trends leaning towards remote workforces. Startups are leveraging enterprise-generative AI to generate creative content and prototypes swiftly, which fosters innovation and accelerates product development cycles, all while minimizing resource investments and enhancing competitiveness in dynamic markets.

Which Leading Companies Are Driving The Growth Of The [Enterprise Generative AI Market Share](#)?

Major players operating in the enterprise generative AI market include Google LLC, Accenture Plc, International Business Machines Corporation, PricewaterhouseCoopers International Limited, Oracle Corporation, Capgemini SE, McKinsey & Company, Klaviyo Inc., Scale AI Inc., C3.ai Inc., Smartly.io Inc., DataRobot Inc., Prophecy Labs Inc., Coveo Solutions Inc., Bubble Group Inc., Grammarly Inc., Jasper.ai Inc., Aisera Inc., Kensho Technologies Inc., OpenAI Technologies Inc., Mixbook Inc., Lily AI Inc., Cohere Technologies Inc., Test Fit Inc., Symbl.ai Inc. These players are shifting their focus towards developing technologically advanced solutions, such as generative AI product suites, to gain a competitive edge in the market.

How Is The Global Enterprise Generative AI Market Segmented?

Exploring market segments: The enterprise generative AI market consists of several segments –

- 1 By Components: Software, Services
- 2 By Model Type: Text, Image or Video, Audio, Code
- 3 By Application: Marketing And Sales, Customer Service, Product Development, Supply Chain Management, Other Applications
- 4 By End-User: Information Technology And Telecommunications, Banking, Financial Services, And Insurance BFSI, Retail And E-Commerce, Healthcare, Manufacturing, Media And Entertainment, Other End-Users

Subcategories include Generative AI Platforms, AI Model Development Tools, Consulting Services, among other distinct offerings. A full list of subsegments relative to software and services can be accessed in the full report.

What Are The Leading Region In The Enterprise Generative AI Market?

In 2024, North America was the largest contributor to the enterprise generative AI market. However, the spotlight is expected to shift to the Asia-Pacific, forecasted as the fastest-growing region moving forward. The regions covered in the report include Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, with detailed country-wise analysis available in the full report.

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