

Artificial Intelligence (AI)-Generated Interactive Email Content Market to Reach US \$5.37 Billion by 2029

*The Business Research Company's
Artificial Intelligence (AI)-Generated
Interactive Email Content Global Market
Size, Trends, And Forecast Report 2025-
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What Is The Estimated Industry Size Of Artificial Intelligence (AI)-Generated Interactive Email Content Market?



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The market [size for interactive email content created by artificial intelligence \(AI\)](#) has seen substantial growth in the past few years. Forecasts project that it will escalate from \$1.40 billion in 2024 to \$1.71 billion in 2025, demonstrating a compound annual growth rate (CAGR) of 22.2%. The significant expansion witnessed in the historic period is likely due to factors such as a surge in email usage, enhanced efforts in manual campaigns, increased adoption of bulk messaging procedures, a rise in static content delivery, and expansion in generic segmentation.

[The AI-created interactive email content market](#) is predicted to skyrocket in the next few years, aiming to hit a value of \$3.77 billion by 2029; this suggests a compound annual growth rate (CAGR) of 21.8%. Several factors may contribute to this projected growth, including escalating needs for personalization, heightened customer interaction demands, the increasing necessity for immediate content, more reliance on data-driven insights, and an amplified focus on conversion rates. Upcoming trends for this period anticipate advancements in personalization, alliances with automation platforms, new technologies for live optimization, enhancements in interactive features, and progress in predictive analytics.

Download a free sample of the artificial intelligence (ai)-generated interactive email content market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=28508&type=smp>

What Are The Major Factors Driving The Artificial Intelligence (AI)-Generated Interactive Email Content Global Market Growth?

The surge in internet usage is anticipated to fuel the expansion of the market for interactive email content generated by artificial intelligence (AI). Internet penetration signifies the proportion of people who use the internet in a certain region or country relative to the overall population. The rising availability of cost-effective smartphones, allowing more individuals to use online services and keep connected, is driving the growth of internet penetration. A higher level of internet penetration results in an increase in the number of online users, necessitating the use of AI-generated interactive email content to engage with a larger, digitally-engaged audience through personalized and dynamic messaging. For example, as per a report released by the International Telecommunication Union, a specialized agency based in Switzerland, in November 2022, an estimated 5.3 billion people or 66% of the world's population, used the internet in 2022. This illustrates a 6.1% increase from 2021. As a result, the surge in global internet usage is accelerating [the expansion of the AI-generated interactive email content market](#).

Who Are The Leading Companies In The Artificial Intelligence (AI)-Generated Interactive Email Content Market?

Major players in the Artificial Intelligence (AI)-Generated Interactive Email Content Global Market Report 2025 include:

- International Business Machines Corporation
- Oracle Corporation
- SAP SE
- Adobe Inc.
- Zoho Corporation Private Limited
- HubSpot Inc.
- Klaviyo Inc.
- Brevo LLC
- ActiveCampaign LLC
- Salesloft Inc.

What Are The Prominent Trends In The Artificial Intelligence (AI)-Generated Interactive Email Content Market?

Prominent companies in the market for interactive email content generated by artificial intelligence (AI) are concentrating on the integration of cutting-edge technologies such as GPT AI to develop tailor-made, dynamic, and engaging email interactions. GPT AI technology, a subtype of artificial intelligence, is programmed to compose and understand text that resembles human language by studying and forecasting linguistic patterns. For example, Intuit Mailchimp, an American marketing automation firm, launched its Email Content Generator in April 2023. This

beta device assists marketers in creating personalized, brand-consistent promotional email text. This unique approach improves customer engagement and personalization, adjusts the messaging to solidify customer relationships and boosts the performance of campaigns. Through the use of AI-powered text generation and tonal adjustment, the tool enables businesses to craft a variety of effective and customised marketing emails at large volumes.

What Are The Primary Segments Covered In The Global Artificial Intelligence (AI)-Generated Interactive Email Content Market Report?

The artificial intelligence (AI)-generated interactive email content market covered in this report is segmented as

- 1) By Component: Software, Services
- 2) By Deployment Mode: Cloud, On-Premises
- 3) By Enterprise Size: Small And Medium Enterprises, Large Enterprises
- 4) By Application: Marketing, Customer Engagement, Electronic (E)-Commerce, Education, Other Applications
- 5) By End-User: Retail And Electronic-Commerce, Banking, Financial Services, And Insurance (BFSI), Healthcare, Information Technology And Telecommunications, Media And Entertainment, Other End-Users

Subsegments:

- 1) By Software: Email Content Generation Tools, Personalization And Recommendation Engines, Natural Language Processing (NLP) Platforms, Predictive Analytics And Customer Insights Software, Campaign Automation And Orchestration Tools
- 2) By Services: Implementation And Integration Services, Consulting And Strategy Services, Training And Support Services, Managed Services, Customization And Optimization Services

View the full artificial intelligence (ai)-generated interactive email content market report:

<https://www.thebusinessresearchcompany.com/report/artificial-intelligence-ai-generated-interactive-email-content-global-market-report>

Which Region Is Forecasted To Grow The Fastest In The Artificial Intelligence (AI)-Generated Interactive Email Content Industry?

In 2024, North America led the global market for AI-generated interactive email content. The region expected to experience the fastest growth is Asia-Pacific. The report on the AI-generated interactive email content global market includes regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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Speak With Our Expert:

Saumya Sahay

Americas +1 310-496-7795

Asia +44 7882 955267 & +91 8897263534

Europe +44 7882 955267

Email: saumyas@tbrc.info

The Business Research Company - www.thebusinessresearchcompany.com

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Oliver Guirdham

The Business Research Company

+ +44 7882 955267

info@tbrc.info

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