

Augmented Intelligence Market to Hit \$121.57 Bn by 2030, Driven by Automation & Analytics

Augmented Intelligence market grows as businesses adopt human-machine collaboration to enhance decision-making, productivity, and operational accuracy.

WILMINGTON, DE, UNITED STATES, November 24, 2025 /EINPresswire.com/ -- According to a new report published by Allied [Augmented Intelligence Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Component (Solution and Services), Technology (Machine Learning, Natural Language Processing, Computer Vision and Others), Enterprise Size (Large Enterprises and Small & Medium Sized Enterprises (SMEs)), and Industry Verticals (IT & Telecom, Retail & E-Commerce, BFSI, Healthcare, Manufacturing, Automotive and Others): Global Opportunity Analysis and Industry Forecast, 2021-2030, The global augmented intelligence market size was valued at USD 11.73 billion in 2020, and is projected to reach USD 121.57 billion by 2030, growing at a CAGR of 26.4% from 2021 to 2030.

The Augmented Intelligence market is rapidly expanding as organizations increasingly leverage advanced analytics, machine learning, and automation technologies to enhance human decision-making. Unlike traditional AI systems that aim to replace human input, augmented intelligence focuses on empowering users with intelligent tools that refine insights and accelerate strategic outcomes.

With rising data complexity across enterprises, augmented intelligence solutions help businesses analyze patterns faster, minimize errors, and improve operational responsiveness. Industries such as finance, healthcare, retail, and manufacturing are adopting these systems to enhance productivity, streamline workflows, and achieve competitive advantages.

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The primary driver of the augmented intelligence market is the growing need for efficient data analysis and faster decision-making. Organizations are generating massive volumes of data, creating demand for intelligent systems that can process information rapidly while keeping human expertise central to operations.

Technological advancements in natural language processing, deep learning, and automation are further accelerating adoption. These innovations enable intuitive interactions between humans

and algorithms, improving usability and reducing the need for extensive technical expertise.

Rising investments in digital transformation initiatives across enterprises also contribute significantly to market expansion. Companies are increasingly deploying augmented intelligence to optimize business processes, improve customer experiences, and strengthen predictive capabilities.

However, challenges such as data security concerns, integration complexities, and limited skilled professionals may hinder market growth. Enterprises must ensure that augmented intelligence systems comply with regulatory standards and maintain transparency.

Despite these challenges, the market continues to gain momentum, supported by increasing awareness of the benefits of collaborative intelligence. As organizations shift toward hybrid human-AI models, augmented intelligence is expected to play a central role in future business ecosystems.

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Market Segmentation

The [augmented intelligence industry](#) is segmented by component (solutions, services), technology (machine learning, NLP, deep learning), enterprise size, deployment mode, and industry verticals. Each segment contributes to growing demand as businesses adopt AI-driven decision support tools to enhance productivity and operational insights across multiple applications.

By industry vertical, the IT & telecom segment held the dominant share of the augmented intelligence market in 2020 and is projected to maintain this lead in the coming years. This dominance is driven by the increasing adoption of cloud-based augmented intelligence solutions across telecom companies to enhance operational efficiency and improve product quality. In contrast, the healthcare segment is anticipated to record the fastest growth during the forecast period, as augmented intelligence supports physicians and medical staff in analyzing extensive electronic health records, enabling more accurate diagnoses and effective treatment planning.

Augmented intelligence in healthcare further accelerates market growth by helping medical professionals identify patterns and trends within complex datasets, ultimately supporting better clinical decision-making and improved patient outcomes.

Regional Analysis

Regionally, North America led the augmented intelligence market in 2020 and is expected to sustain its leadership throughout the forecast period. This growth is fueled by rising demand for automated intelligence solutions that support customer behavior analytics, fraud and risk detection, and enhanced decision-making to boost business productivity. Meanwhile, Asia-Pacific is poised for substantial growth due to increasing mobile penetration, early adoption of AI-driven

analytics, and expanding applications of augmented intelligence in business intelligence across industries.

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Key players in the augmented intelligence market

The key players profiled in the augmented intelligence market analysis are Amazon Web Services, Inc., International Business Machines Corporation, Micron Technology, Inc., Microsoft Corporation, QlikTech International AB, Salesforce.com, Inc., Samsung, SAP SE, Sisense Inc. and TIBCO Software Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the augmented intelligence industry.

Key findings from the augmented intelligence market

- By component, the solution segment accounted for the largest augmented intelligence market share in 2020.
- Region wise, North America generated highest revenue in 2020.
- Based on industry vertical, the healthcare segment is expected to attain the significant growth during the forecasted period.

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