

Generative AI in Digital Marketing Market Competition 2025: Key Players Driving Growth

*The Business Research Company's
Generative AI in Digital Marketing Market
Competition 2025: Key Players Driving
Growth*

LONDON, GREATER LONDON, UNITED KINGDOM, December 18, 2025

/EINPresswire.com/ -- "The Generative Artificial Intelligence (AI) In Digital Marketing market is dominated by a mix of global technology leaders and specialized marketing AI innovators. Companies are focusing on advanced content generation solutions, AI-driven campaign optimization, and personalized audience engagement frameworks to strengthen market presence and enhance campaign effectiveness. Understanding the competitive landscape is key for stakeholders seeking growth opportunities, strategic partnerships, and early adoption advantages in this rapidly evolving market.

“

It will grow to \$10.04 billion in 2029 at a compound annual growth rate (CAGR) of 32.2%.”

*The Business Research
Company*

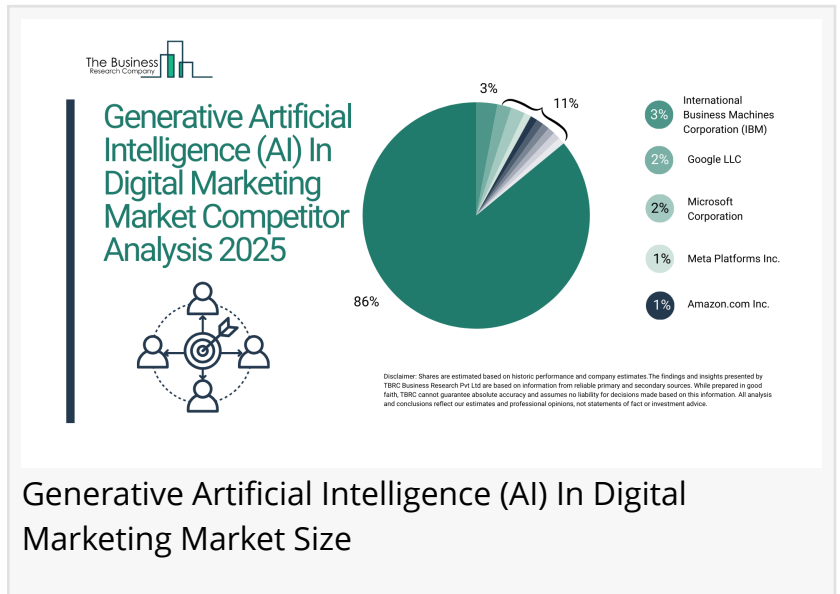
Which Market Player Is Leading the Generative Artificial Intelligence (AI) In Digital Marketing Market?

According to our research, International Business Machines Corporation (IBM) led global sales in 2023 with a 3% market share. The Software division of the company completely involved in the generative artificial intelligence (AI) in digital marketing market, provides AI-driven marketing solutions through its Watson platform, enabling

brands to leverage generative artificial intelligence for personalized content creation, automated customer interactions, and data-driven campaign optimization. Its AI-powered tools enhance audience targeting, sentiment analysis, and predictive analytics, helping businesses deliver more engaging digital marketing experiences with improved efficiency and scalability.

How Concentrated Is the Generative Artificial Intelligence (AI) In Digital Marketing Market?

The market is fragmented, with the top 10 players accounting for 42% of total market revenue in



2023. This level of fragmentation reflects the presence of numerous emerging and specialized solution providers across the generative AI in digital marketing landscape. Leading vendors such as IBM, Google, Microsoft, Meta, and Amazon dominate through their advanced AI models, cloud-based ecosystems, and deeply integrated marketing technology capabilities, while smaller firms serve niche needs with targeted generative AI applications. As adoption of GenAI-driven content creation, personalization, and campaign optimization accelerates, consolidation and strategic partnerships are expected to strengthen the competitive position of major players and drive increasing standardization across the market.

Leading companies include:

- o International Business Machines Corporation (IBM) (3%)
- o Google LLC (2%)
- o Microsoft Corporation (2%)
- o Meta Platforms Inc. (1%)
- o Amazon.com Inc. (1%)
- o Interpublic Group of Companies Inc. (1%)
- o Salesforce Inc. (1%)
- o HubSpot Inc. (1%)
- o DataRobot Inc. (1%)
- o NVIDIA Corporation (1%)

Request a free sample of the Generative Artificial Intelligence (AI) In Digital Marketing Market
https://www.thebusinessresearchcompany.com/sample_request?id=19468&type=smp

Which Companies Are Leading Across Different Regions?

North America: Viggie AI, Inc., Deloitte Touche Tohmatsu Limited, Mondelez International, Inc., NVIDIA Corporation, WPP plc, Intuit Inc. (Mailchimp), Microsoft Corporation, International Business Machines Corporation (IBM), Google LLC, Amazon Web Services, Inc. (AWS), Adobe Inc., Omneky, Inc., Anyword, Inc., ActiveCampaign, LLC, OpenAI, L.L.C., Vendasta Technologies Inc., Cohere Inc. and Gnowit Inc. are leading companies in this region.

Asia Pacific: Leonardo AI, Canva Pty Ltd, Naver Corporation, Zhipu AI, Moonshot AI, Waterbe Marketing, Inquivix, Growth Hackers, Inc., iProspect, Inc., Fujitsu Limited, Deloitte Touche Tohmatsu Limited, Infosys Limited, LS Digital, Baijiayun Group Ltd, Baidu, Inc., SenseTime Group Ltd, Tencent Holdings Limited, Huawei Technologies Co., Ltd., Samsung SDS Co., Ltd., Kakao Corporation, NEC Corporation, Mailman Group, GoDaddy Inc., Appier Group and D.A.Consortium Inc. (DAC) are leading companies in this region.

Western Europe: Making Science, WPP plc, Publicis Groupe S.A., Havas N.V., SAP SE, Aleph Alpha GmbH, Microsoft Corporation, International Business Machines Corporation (IBM), Google LLC, Appier Group, AdCreative.ai and Carrefour Group are leading companies in this region.

Eastern Europe: Digital First AI, HalfPrice, Brand24, Rossum, Hootsuite, Cortexica, Mindtech Global, Yandex, Google LLC, Microsoft Corporation and Amazon Web Services, Inc. (AWS) are leading companies in this region.

South America: CM.com, ICARO Media Group Inc., MercadoLibre, Sprinklr, Conversica and RTB

House are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- AI-powered advertising suite revolutionizing automated content creation is transforming advertising content creation through AI-driven automation.
- Example: Amazon Ads AI Creative Studio and Audio Generator (October 2024) assigns advertisers to effortlessly produce high-quality images, videos, and audio ads from a single product shot or description, eliminating traditional creative barriers.
- These innovations empower brands to generate dynamic, trend-driven campaigns, refine ad creatives across multiple formats, and enhance audience engagement with minimal time and cost investment.

Which Strategies Are Companies Adopting to Stay Ahead?

- Launching hyper-personalized and automated content generation tools to enhance brand engagement and improve marketing RO
- Enhancing strategic partnerships and securing funding to accelerate innovation and expand generative AI capabilities across marketing channels
- Focusing on multimodal AI models to enable cohesive, cross-platform campaign creation and optimization
- Leveraging cloud-based and API-driven platforms for scalable deployment, real-time analytics, and seamless integration with existing marketing ecosystems

Access the detailed Generative Artificial Intelligence (AI) In Digital Marketing Market report here:

<https://www.thebusinessresearchcompany.com/report/generative-artificial-intelligence-ai-in-digital-marketing-global-market-report>

The Business Research Company (www.thebusinessresearchcompany.com) is a leading market intelligence firm renowned for its expertise in company, market, and consumer research. We have published over 17,500 reports across 27 industries and 60+ geographies. Our research is powered by 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

We provide continuous and custom research services, offering a range of specialized packages tailored to your needs, including Market Entry Research Package, Competitor Tracking Package, Supplier & Distributor Package and much more.

Disclaimer: Please note that the findings, conclusions and recommendations that TBRC Business Research Pvt Ltd delivers are based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such TBRC Business Research Pvt Ltd can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect. Analysis and findings included in TBRC reports and presentations are our estimates, opinions and are not intended as statements of fact or investment guidance.

Contact Us:

The Business Research Company

Americas +1 310-496-7795

Europe +44 7882 955267

Asia & Others +44 7882 955267 & +91 8897263534

Email: info@tbrc.info

Follow Us On:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>"

Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/876100818>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.