Generative AI In Energy Market Competition Analysis 2025: How Players Are Shaping Growth

The Business Research Company's Generative AI In Energy Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, December 23, 2025 /EINPresswire.com/ -- The [Generative AI In Energy market](#) is dominated by a mix of global technology leaders and emerging energy innovators. Companies are focusing on developing advanced AI-driven energy modelling
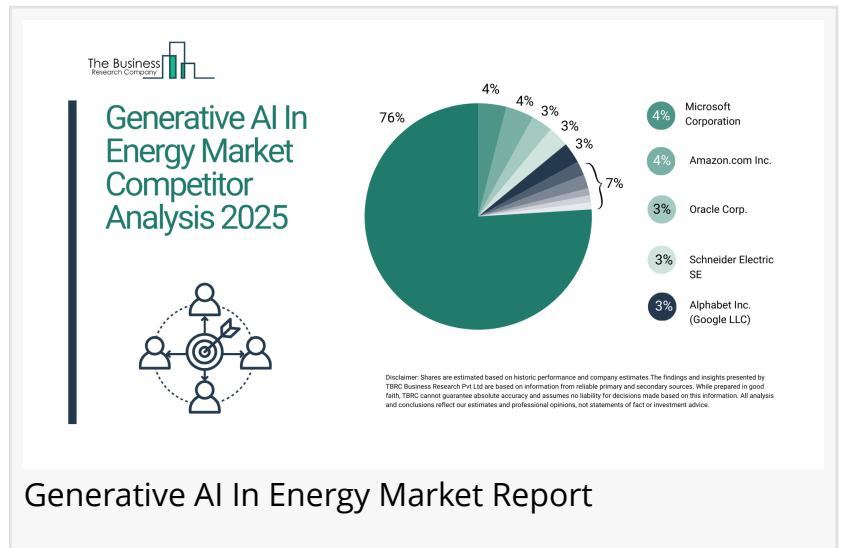

Generative AI In Energy Market Report

solutions, optimizing power generation and distribution, and enhancing sustainability through intelligent automation. Integration of generative AI with renewable energy systems, grid management, and demand forecasting is becoming a key strategic priority. Understanding the competitive landscape is essential for stakeholders aiming to capitalize on emerging opportunities, drive innovation, and form strategic partnerships within the rapidly evolving generative AI in energy ecosystem.

Which Market Player Is Leading the Generative AI In Energy Market?
According to our research, Microsoft Corporation led global sales in 2023 with a 4% market share. The Intelligent Cloud division of the company partially involved in the generative AI in energy market, integrating generative AI into the energy sector. The company leverages AI to accelerate the energy transition by enhancing efficiency, safety, and sustainability in energy operations. For instance, Microsoft Azure supports companies like Cognite in simplifying access to industrial data, enabling actionable insights that improve operational efficiency.

How Concentrated Is the Generative AI In Energy Market?
The market is fragmented, with the top 10 players accounting for 23% of total market revenue in 2023. This level of fragmentation reflects the industry's early-stage adoption phase and growing competition among technology providers, energy solution developers, and AI innovators. Leading companies such as Microsoft Corporation, Amazon.com Inc., Oracle Corporation,

Schneider Electric SE, and Alphabet Inc. (Google LLC) dominate the market through advanced AI platforms, strong cloud infrastructure, and deep integration with energy analytics and automation systems. Meanwhile, smaller firms focus on specialized applications such as renewable energy optimization, predictive maintenance, and energy demand forecasting. As the adoption of generative AI accelerates across smart grids, energy trading, and sustainable power generation, the market is expected to experience increased consolidation, strategic collaborations, and cross-sector partnerships—further strengthening the position of leading global players.

- Leading companies include:
o Microsoft Corporation (4%)
o Amazon.com Inc. (4%)
o Oracle Corp. (3%)
o Schneider Electric SE (3%)
o Alphabet Inc. (Google LLC) (3%)
o Siemens AG (2%)
o NVIDIA Corporation (2%)
o ABB Ltd. (1%)
o Atos SE (1%)
o Alpiq Holding Ltd. (1%)

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Which Companies Are Leading Across Different Regions?
- North America: ABB Ltd., Edgecom Energy Inc., Pacific Gas and Electric Company (PG&E), Schlumberger Limited, NVIDIA Corporation, Databricks Inc., E. ON SE, Snowflake Inc., Fluence Energy Inc., General Electric Company, Google Energy LLC, International Business Machines Corporation (IBM), ExxonMobil Corporation, Baker Hughes Company, OpenAI Inc., Suncor Energy Inc., Ontario Power Generation Inc., and Enbridge Inc. are leading companies in this region.
- Asia Pacific: Mitsubishi Electric Corporation, Huawei Technologies Co., Ltd., Ecube Labs Co., Ltd., Shandong Energy Group Co., Ltd., YunDing Technology Co., Ltd., Tata Power Company Limited, GCL Energy Technology Co., Ltd., Infosys Limited, Bidgely Inc., Kyndryl India Private Limited, Star Energy Group Holdings Pte. Ltd., Barito Renewables Energy Tbk, Tokyo Electric Power Company Holdings, Inc. (TEPCO), Amazon Web Services, Inc., and NVIDIA Corporation are leading companies in this region.
- Western Europe: Siemens AG, Atos SE, Alpiq AG, Iberdrola S.A., General Electric Company, E. ON SE, Schneider Electric SE, Bidgely UtilityAI Inc., Origami Energy Ltd., ANNEA.ai GmbH, Hitachi Energy Ltd., Deloitte Touche Tohmatsu Limited, and ABB Ltd. are leading companies in this region.
- Eastern Europe: Ogre AI Ltd., Enea Operator Sp. z o.o., Electrica Group S.A., Google LLC, Microsoft Corporation, Amazon Web Services, Inc., Siemens AG, and Deloitte Touche Tohmatsu Limited are leading companies in this region.

• South America: EDP Group (Energias de Portugal, S.A.), Petróleo Brasileiro S.A. (Petrobras), CPFL Energia S.A., Enel Brasil S.A., Shell Brasil Ltda., Enel Chile Ltda., and Enel Generación Chile S.A. are leading companies in this region.

What Are the Major Competitive Trends in the Market?
• Industrial Efficiency with Generative AI Copilots is to enhance productivity, automate complex tasks.
• Example: ABB Ltd Genix Copilot with Microsoft (Dec 2024) is a generative AI system that helps utilities energy and other sectors increase productivity, sustainability and efficiency.
• The innovative architecture supports natural language interactions, making complex data more accessible and actionable for industrial users.

Which Strategies Are Companies Adopting to Stay Ahead?
• Launching advanced AI-driven energy optimization and forecasting solutions
• Enhancing strategic investments and partnerships with energy providers
• Focusing on sustainable energy generation, predictive maintenance
• Leveraging cloud-based and edge computing platforms

Access the detailed Generative AI In Energy Market report here:
https://www.thebusinessresearchcompany.com/report/generative-ai-in-energy-global-market-report

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