

# Embodied Artificial Intelligence (AI) Market 2026: Leading Competitors and Strategies

*The Business Research Company's Artificial Intelligence (AI) Global Market Report 2026 – Market Size, Trends, And Forecast 2026–2035*

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/EINPresswire.com/ -- [The embodied artificial intelligence \(AI\) market](#) is

dominated by a mix of global robotics manufacturers, specialized AI solution providers, and emerging autonomous systems innovators. Companies are focusing on advanced machine

learning algorithms, sensor-integrated robotic platforms, real-time environment interaction capabilities, and robust safety and compliance frameworks to strengthen market presence and accelerate adoption across industrial, healthcare, and service robotics applications.

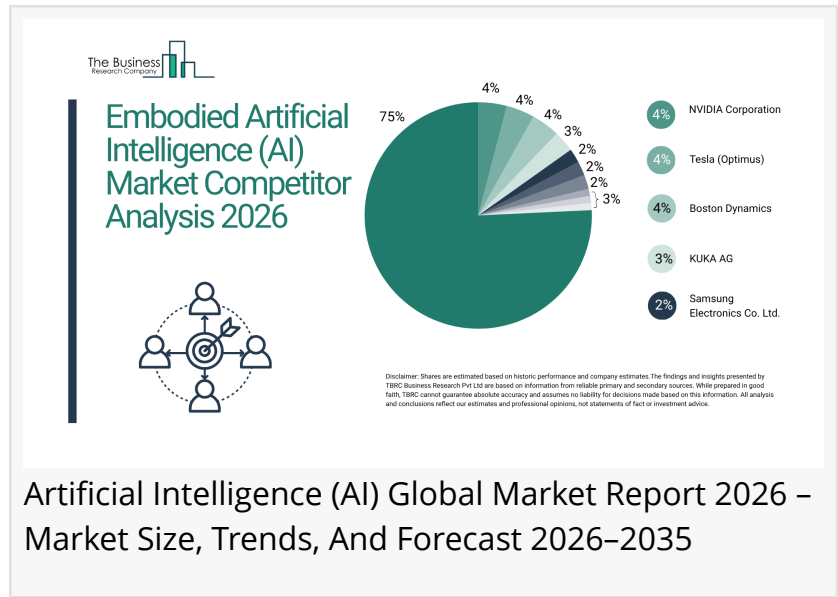
Understanding the competitive landscape is critical for stakeholders seeking growth opportunities, technological collaborations, and long-term strategic positioning within the rapidly advancing embodied artificial intelligence (AI) market.

Which Market Player Is Leading The Embodied Artificial Intelligence (AI) Market?

• According to our research, NVIDIA Corporation led global sales in 2024 with a 4% market share. The AI computing division of the company is involved in the embodied artificial intelligence (AI) market and provides GPUs, AI frameworks, robotic simulation platforms, and software solutions that enable machine learning, real-time perception, motion planning, and autonomous decision-making for industrial, healthcare, and service robotics applications.

[How Concentrated Is The Embodied Artificial Intelligence \(AI\) Market?](#)

• The market is moderately fragmented, with the top 10 players accounting for 25% of total market revenue in 2024. This level of fragmentation reflects the industry's advanced technical requirements, diverse AI hardware and software offerings, complex integration needs across robotics platforms, and the demand for scalable, real-time autonomous solutions, which create moderate barriers to large-scale consolidation while still enabling specialized innovators to



compete. Leading vendors such as NVIDIA Corporation, Tesla (Optimus), Boston Dynamics, KUKA AG, Samsung Electronics Co. Ltd., Figure AI, UBTECH Robotics Co. Ltd., Avidbots Corp., DeepMind Technologies, and Farmwise Labs Inc. maintain competitive advantage through advanced AI hardware and software integration, proprietary robotic platforms, real-time autonomous control systems, global research and development networks, and strong strategic partnerships. At the same time, numerous small and mid-sized AI and robotics companies contribute to intense competition, driving rapid innovation, specialized application solutions, and cost-effective deployment models. As adoption of embodied AI accelerates across industrial, service, and consumer sectors, strategic collaborations between technology developers and system integrators, along with selective acquisitions, are expected to gradually strengthen the position of major players while preserving opportunities for differentiated, outcome-driven solutions across the evolving embodied artificial intelligence market.

- Leading companies include:
  - o NVIDIA Corporation (4%)
  - o Tesla (Optimus) (4%)
  - o Boston Dynamics (4%)
  - o KUKA AG (3%)
  - o Samsung Electronics Co. Ltd. (2%)
  - o Figure AI (2%)
  - o UBTECH Robotics Co. Ltd. (2%)
  - o Avidbots Corp. (1%)
  - o DeepMind Technologies (1%)
  - o Farmwise Labs Inc. (1%)

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Which Companies Are Leading Across Different Regions?

- North America: Boston Dynamics, Figure AI, Agility Robotics, Tesla, Sanctuary AI, Clearpath Robotics, Kinova, and Persona AI are leading companies in this region.
- Asia Pacific: Industrial Technology Research Institute, Foxconn Technology Group, SoftBank Robotics, Toyota Motor Corporation, Omron Corporation, Sony AI, Fanuc Corporation, Huawei Technologies Co., Ltd., Baidu, Inc., SenseTime Group Limited, iFlytek Co., Ltd. are leading companies in this region.
- Western Europe: NVIDIA Corporation, Tesla (Optimus), and KUKA AG are leading companies in this region.
- Eastern Europe: NVIDIA Corporation, KUKA AG, and Samsung Electronics Co. Ltd. are leading companies in this region.

- South America: Samsung Electronics Co. Ltd. and iRobot Inc. are leading companies in this region.
- Middle East: NVIDIA Corporation, Tesla (Optimus), and Samsung Electronics Co. Ltd are leading companies in this region.
- Africa: Samsung Electronics Co. Ltd and KUKA AG are leading companies in this region.

#### What Are The Major Competitive Trends In The Market?

- Advanced humanoid robots are transforming the embodied AI market by enhancing sensing, tactile perception, and AI-driven interaction for improved real-world task execution.
- Example: In October 2025, Figure AI launched Figure 03, its third-generation humanoid robot for general-purpose embodied AI applications.
- Its sensory suite, high-frame-rate cameras, tactile hand sensors, and Helix AI system enable precise object manipulation, natural language understanding, and effective human-robot collaboration.

#### Which Strategies Are Companies Adopting To Stay Ahead?

- Developing Cost-Competitive Humanoid Robot Platforms To Increase Accessibility And Adoption Across Industries
- Advancing Autonomous Power And Maintenance Systems To Enhance Operational Efficiency And Reliability
- Expanding Multi-Tier Humanoid Robot Series To Support Diverse Budgets And Application Needs
- Integrating Digitalization, Cloud, Big Data, And Cybersecurity To Improve Connectivity, Data Management, And System Security

Access The Detailed Embodied Artificial Intelligence (AI) Market Report Here

[https://www.thebusinessresearchcompany.com/report/embodied-artificial-intelligence-ai-global-market-report?utm\\_source=EINPresswire&utm\\_medium=Paid&utm\\_campaign=Apr\\_PR](https://www.thebusinessresearchcompany.com/report/embodied-artificial-intelligence-ai-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Apr_PR)

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