Artificial Intelligence-Powered Demand Forecasting Market Forecast To Hit $15.88 Bn By 2030 Amid Strong Industry Growth

The Business Research Company's Artificial Intelligence-Powered Demand Forecasting Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035



The Business Research Company

LONDON, GREATER LONDON, UNITED KINGDOM, September 5, 2026 /EINPresswire.com/ -- "The artificial intelligence-powered demand forecasting market is rapidly evolving as businesses seek smarter ways to predict customer demand. Leveraging advanced machine learning and analytics, this sector is positioned for significant growth, driven by technological adoption and shifting retail dynamics. Let's examine the market's size, growth factors, key players, and regional trends shaping its future.

Projected Market Expansion and Growth Rates in the AI-Powered Demand Forecasting Market
This market has seen remarkable expansion in recent years. It is projected to increase from $5.64 billion in 2025 to $6.95 billion in 2026, representing a compound annual growth rate (CAGR) of 23.4%. The historical surge can be linked to enhanced availability of enterprise data from digital platforms, broader adoption of ERP and analytics tools, increased fluctuations in e-commerce sales, greater reliance on historical sales for planning, and the ongoing digital transformation of retail and manufacturing sectors.

Looking ahead, the market size is expected to soar to $15.89 billion by 2030, growing at a CAGR of 22.9%. This anticipated rise is driven by the expansion of AI-powered predictive analytics platforms, the growing need for real-time demand sensing, the development of omnichannel commerce ecosystems, a stronger focus on supply chain agility and resilience, and wider acceptance of machine learning-based automated forecasting systems.

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Understanding Artificial Intelligence-Powered Demand Forecasting
Artificial intelligence-powered demand forecasting employs machine learning algorithms and sophisticated analytics to anticipate future product or service demand. By analyzing vast and varied datasets—including historical sales figures, market trends, and external influencers—this technology offers forecasts that are more accurate and adaptable than conventional approaches. Such precision supports better inventory control and strategic planning.

Rising E-commerce Penetration as a Growth Catalyst
One of the main drivers for the AI-powered demand forecasting market is the growing penetration of e-commerce. This term refers to the extent consumers and businesses use online retail channels compared to total retail activity within a region. The rise in e-commerce is fueled by increasing internet access and smartphone adoption, enabling more frequent and convenient online shopping. AI forecasting tools enhance e-commerce operations by processing large amounts of real-time and historical data, allowing businesses to predict demand more accurately, optimize stock levels, prevent shortages or excess inventory, and ultimately boost sales performance and customer satisfaction.

For instance, data from the US Census Bureau in February 2025 revealed that total e-commerce sales reached $1,192.6 billion in 2024, marking an 8.1% increase over the previous year. Additionally, e-commerce's share of total retail sales grew from 15.3% in 2023 to 16.1% in 2024. These figures highlight how expanding e-commerce adoption fuels the demand for AI-driven forecasting solutions.

View the full artificial intelligence-powered demand forecasting market report:
https://www.thebusinessresearchcompany.com/report/artificial-intelligence-powered-demand-forecasting-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Sep_PR

Regional Market Leadership and Growth Potential
In 2025, North America accounted for the largest share of the global artificial intelligence-powered demand forecasting market. However, the Asia-Pacific region is expected to experience the fastest growth during the forecast period. The market analysis covers multiple regions including Asia-Pacific, Southeast Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive global perspective on market developments.

Our 2026 reports feature deeper market intelligence with market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, and updated graphics and tables.

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