

Artificial Intelligence Software Market Forecasts 2020 Report

Part of the AI & Intelligent Automation Service Area Package

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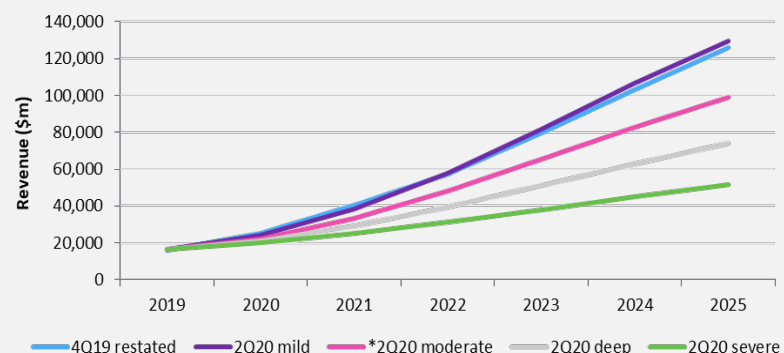
Use Cases for Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Machine Reasoning, and Strong AI across 23 Industry Sectors

The artificial intelligence (AI) software market has experienced tremendous growth over the past several years. Many enterprises have discovered that AI software can help cut costs and generate new revenue streams. Yet, AI software remains a relatively small portion of overall software sales, with varying acceptance across industries. The AI software market has entered a new phase in which AI is a requirement for most enterprises to compete on a global level. Significant opportunity lies ahead for AI software market penetration despite short-term economic and market turbulence from the COVID-19 pandemic.

AI software employs several different technologies that give computers humanlike abilities of perception, reasoning, planning, and decision-making. Most AI systems today are machine and deep learning (ML and DL) systems; other technologies include natural language processing (NLP), computer vision (CV), machine reasoning (MR), and strong AI. Omdia has built a taxonomy of 340 AI use cases across 23 industries that captures the software opportunity related to AI. A new breakout aggregates the 340 use cases to 14 horizontal markets. Under the moderate impact scenario, global AI software revenue is expected to grow at a 34.9% CAGR to reach nearly \$100bn in 2025.

This Omdia report provides a quantitative assessment of the market opportunity for AI software. To assess the COVID-19 impact, Omdia outlines four forecast scenarios through 2025. The study includes market sizing, segmentation, and forecasts for 340 AI use cases, including more than 200 unique use cases. Global market forecasts, segmented by scenario, use case, industry, technology, geography, horizontal market, and meta category, extend through 2025

AI software revenue scenario forecasts, world markets: 2019–25



*2Q20 moderate scenario reflects Omdia's base forecast for this report. If scenario is not indicated, this is the forecast shown in tables and charts.

Source: Omdia

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Report Coverage

KEY ISSUES ADDRESSED	KEY MARKET FORECASTS	COVERAGE	APPLICABLE TO
<ul style="list-style-type: none"> How has the COVID-19 pandemic affected the global AI software market? What are the key use cases for AI and which industry sectors will experience the most revenue growth between 2019 and 2025? What will be the key drivers of AI adoption in each industry sector? Which key AI technologies and combinations of technologies will gain the most market traction? How does the growth of AI vary among vision-, language-, and analytics-based use cases? What are the chief horizontal applications for AI? How will the market opportunity for AI vary by world region? 	<ul style="list-style-type: none"> AI software revenue scenario forecasts, world markets: 2019-25 AI software revenue by region, world markets: 2019-25 AI software revenue by technology, world markets: 2019-25 Cumulative AI software revenue by industry, world markets: 2019-25 AI software revenue by industry: COVID-19 impact vs. 2019-25 CAGR AI software revenue by meta category, world markets: 2019-25 Cumulative AI software revenue by horizontal, world markets: 2019-25 Cumulative AI software revenue by top 10 use cases, world markets: 2019-25 	<p>Industries</p> <ul style="list-style-type: none"> Consumer Healthcare Retail Financial services Automotive Telecommunications Business services Advertising <p>Technologies</p> <ul style="list-style-type: none"> Machine learning Deep learning Natural language processing Computer vision Machine reasoning Strong AI 	<p>Regions</p> <ul style="list-style-type: none"> North America Europe Asia Pacific Latin America Middle East & Africa <ul style="list-style-type: none"> AI technology companies Software companies Semiconductor and component vendors Service providers and systems integrators End-user organizations deploying AI systems Industry organizations Government agencies Investor community

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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio.* We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies. Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

*The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.

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 Which of the following statements do you most agree with regarding the COVID-19 crisis and its impact on AI deployment?
 Omdia's AI market sizing model (software)


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