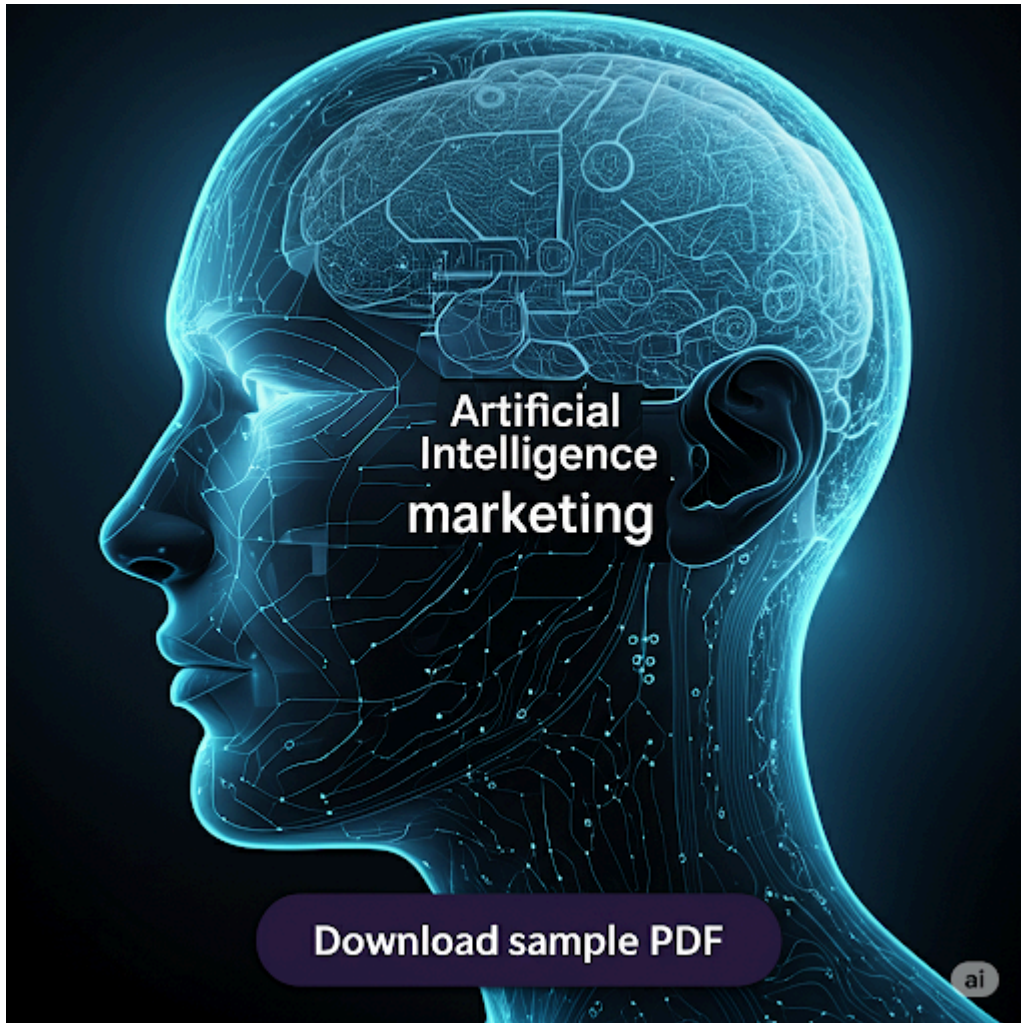




North America Artificial Intelligence in Market Opportunities, Emerging Investors, Key Players 2028

The [artificial intelligence in marketing market in North America](#), is expected to reach US\$ 35,863.11 million by 2028 from US\$ 5,192.21 million in 2021. The market is estimated to grow at a CAGR of 31.8% from 2021 to 2028.



Cloud Computing: Lowering Barriers for Small Businesses in AI and Analytics

Cloud computing is significantly reducing the entry barrier for smaller companies looking to leverage compute-intensive business analytics and AI—capabilities that were once exclusive to large corporations. By offering scalable, cost-effective solutions, cloud-based AI platforms enable faster adoption of advanced technologies without the need for substantial upfront capital investments. This accessibility accelerates time-to-market across industries, making the cloud a versatile and shared infrastructure that caters to diverse user needs.

Market Overview: North America

North America, comprising the US, Canada, and Mexico, is a leader in technological innovation, infrastructure, and high living standards. The region's highly competitive markets are driven by rapid technological advancements and increasing consumer demand for high-quality products and applications. As a result, businesses continuously innovate to meet customer expectations.

The artificial intelligence market in North America is primarily fueled by the growing adoption of big data analytics and customer-centric marketing strategies. The region remains a key hub for AI development and adoption, supported by favorable government policies, a strong industrial base, and high purchasing power—particularly in the US and Canada. Any disruption in industrial growth could negatively impact the region's economy.

Impact of COVID-19 on AI Adoption

The pandemic has had a mixed yet notable impact on businesses, particularly in marketing. As of April 2021, the US alone reported over 32 million COVID-19 cases. While overhead costs—including sales, R&D, and administrative expenses—declined due to pandemic-related restrictions, earnings improved for many companies through cost optimization.

Despite the challenges, essential projects continued under government mandates, and demand for AI solutions surged during the pandemic. Businesses increasingly turned to AI-driven analytics and automation to adapt to changing market conditions, reinforcing the technology's growing importance in a post-pandemic economy.

This shift highlights how cloud-based AI solutions are not only democratizing access to advanced analytics but also proving essential for resilience and growth in uncertain times.

North America Artificial Intelligence In Marketing Market Segmentation

North America Artificial intelligence in Marketing Market -By Offering

- Solution

- Services

North America Artificial intelligence in Marketing Market -By Application

- Social Media Advertising
- Search Advertising
- Dynamic Pricing
- Virtual Assistant
- Content Curation
- Sales & Marketing Automation
- Analytics Platform
- Others

North America Artificial intelligence in Marketing Market -By End- Use Industry

- BFSI
- Retail
- Consumer Goods
- Media and Entertainment
- Others

North America Artificial intelligence in Marketing Market -By Country

- US
- Canada
- Mexico

North America Artificial intelligence in Marketing Market -Company Profiles

- Accenture
- Adobe
- Affectiva
- Amazon Web Services
- Bidalgo
- CognitiveScale
- IBM Corporation
- Microsoft Corporation
- Novantas (Amplero), Inc.
- Oracle Corporation
- Salesforce.com, inc.
- SAP SE
- SAS Institute Inc.

- Xilinx, Inc.

North America Artificial Intelligence in Marketing Regional Insights

The geographic scope of the North America Artificial Intelligence in Marketing refers to the specific areas in which a business operates and competes. Understanding local distinctions, such as diverse consumer preferences (e.g., demand for specific plug types or battery backup durations), varying economic conditions, and regulatory environments, is crucial for tailoring strategies to specific markets. Businesses can expand their reach by identifying underserved areas or adapting their offerings to meet local demands. A clear market focus allows for more effective resource allocation, targeted marketing campaigns, and better positioning against local competitors, ultimately driving growth in those targeted areas.

North America Artificial Intelligence in Marketing Strategic Insights

Strategic insights for the North America Artificial Intelligence in Marketing provides data-driven analysis of the industry landscape, including current trends, key players, and regional nuances. These insights offer actionable recommendations, enabling readers to differentiate themselves from competitors by identifying untapped segments or developing unique value propositions. Leveraging data analytics, these insights help industry players anticipate the market shifts, whether investors, manufacturers, or other stakeholders. A future-oriented perspective is essential, helping stakeholders anticipate market shifts and position themselves for long-term success in this dynamic region. Ultimately, effective strategic insights empower readers to make informed decisions that drive profitability and achieve their business objectives within the market.

Other Reports:

North America Artificial Intelligence (AI) in Healthcare Market:

<https://sites.google.com/view/artificial-intelligence-na-/home>

North America Lactic Acid Market: <https://write.as/businessmarketinsights/north-america-lactic-acid-market-size-share-trends-application-analysis-2027>

North America Disposable Gloves Market: <https://medium.com/@sga050483/north-america-disposable-gloves-market-key-company-trends-size-emerging-technologies-2027-bec21101ef76>

North America Medical Plastic Market: <https://business-news-insights.blogspot.com/2025/05/north-america-vegan-cheese-market.html>

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