



BusinessStats

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STATISTICS BOOK

AI: statistics and facts

10 full reports · Edition October 2026

51%

USED GEN AI TO
SHOP, 2025

48%

SAY AI

\$114.2bn

US SEARCH AD
REVENUE 2025

\$36.6B

AI FINTECH MARKET
2026



ABOUT THIS BOOK

AI: statistics and facts

Looking for data on AI? The 10 reports below cover Now (3 reports) and Healthcare (2 reports).

Some numbers that stand out in these reports: 51% (Used Gen AI To Shop, 2025), 48% (Say AI), \$2.28T (Combined Revenue, Latest FY) and \$603B (Global MedTech Market 2026).

Recently updated reports include Gen AI Shopping: 51% of Consumers Now Use It, Up From 38% and Most Exciting Healthcare Tech 2026 (AI Leads). Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Oct 18, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 18, 2026.

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STATISTICS REPORT

Generative AI use and awareness in online shopping 2023-2025

Updated Sep 23, 2026 · businessstats.com/generative-ai-online-shopping

51% USED GEN AI TO SHOP, 2025	+34% GROWTH IN A YEAR	92% HAVE ENCOUNTERED AI SHOPPING
63% WANT TO SHOP WITH GEN AI	58% USE GEN AI OVER SEARCH	80% PLAN TO USE IN 2026

Overview

Generative AI goes mainstream in shopping

When ChatGPT launched at the end of 2022, almost no one used generative AI to shop. Three years later it has become a normal part of how people research and buy online. Across large consumer surveys, awareness of generative AI in shopping has become near-universal, and the share of people who actually use it has climbed every year. In 2025, roughly half of consumers said they had used generative AI for at least part of their online shopping, a level of adoption that took the smartphone far longer to reach.

The numbers vary from survey to survey because researchers ask the question in different ways and cover different countries, but the direction is the same everywhere: sharply up. This report draws on several of the largest studies, including the worldwide Statista Consumer Insights survey of about 12,000 people across twelve countries, along with tracking work from Adobe, Capgemini and Capital One Shopping. Read together, they show a clear story of rising awareness, rising use and rising trust between 2023 and 2025. These tools sit on top of the same wider wave covered in our report on [generative AI users worldwide](#), now applied directly to the checkout.

Awareness 2023-2025

Awareness and openness since 2023

The first thing to change was attitude. Even before most people had used generative AI to buy anything, they became aware of it and open to the idea. The chart shows how two measures of that openness moved between 2023 and 2025.

Openness to Generative AI in Shopping, 2023 vs 2025 (percent of consumers) Share open to AI recommendations and using AI instead of search.

Data:

Share of consumers, percent, 2023 and 2025.

Note:

Capgemini Research Institute. Compiled by BusinessStats. Switch to the table for exact figures.

A fast shift in mindset: by 2025 most shoppers were open to AI recommendations, and a majority had swapped search engines for AI tools.

Two changes stand out. Openness to letting generative AI suggest products rose from 63 percent of consumers in 2023 to about three-quarters in 2025, meaning resistance to AI advice has faded quickly. More dramatic still, the share of people who use generative AI tools instead of a traditional search engine to find products more than doubled, from 25 percent in 2023 to 58 percent in 2025. That single shift is reshaping how shoppers begin their journey, moving the starting point away from a search box and toward a conversation with an assistant. Awareness now runs even higher than these figures suggest: around 92 percent of consumers say they have encountered AI in some form while shopping, so the open question is no longer whether people know about it, but how often they choose to use it.

Use Is Climbing

From awareness to everyday use

Attitudes have now turned into habits. The clearest single measure is the share of consumers who say they have actually used generative AI for online shopping, and it is rising fast, as the chart shows.

Consumers Who Used Generative AI for Online Shopping (percent) Reported use rose 34 percent in a single year.

Data:



Share of consumers who used generative AI for online shopping, percent.

Note:

Adobe survey data, via industry reporting. Compiled by BusinessStats.Switch to the table for exact figures.

Half of all shoppers: reported use of generative AI for online shopping climbed from 38 percent in 2024 to 51 percent in 2025.

In 2024, about 38 percent of consumers said they had used generative AI for online shopping. A year later that had risen to 51 percent, an increase of roughly 34 percent in twelve months. To put that pace in context, generative AI is being adopted faster than the personal computer or the early internet were at the same stage after launch, a reflection of how quickly free tools such as ChatGPT reached a mass audience. The momentum has not stopped there: separate tracking found that shopping-related generative AI use grew by another 35 percent between February and November of 2025 alone, and around 80 percent of consumers say they plan to use these tools for shopping in 2026. On current trends, using AI to help shop is on its way to becoming the default rather than the exception.

How Shoppers Use It

What shoppers actually do with generative AI

Awareness and use only matter if people are doing something useful with the technology. In practice, shoppers lean on generative AI across the whole journey, from first idea to final choice. The chart shows the most common ways consumers engage with it.

How Consumers Engage With Generative AI in Shopping, 2025 (percent)Share of consumers reporting each behavior.

Data:

Share of consumers, percent, 2025.

Note:

Capital One Shopping. Compiled by BusinessStats.Switch to the table for exact figures.

From discovery to decision: most shoppers have met AI while browsing, and a majority want it built into how they buy.



The most common uses cluster around finding and choosing products. Nearly everyone, about 92 percent, has encountered AI while shopping, whether as a recommendation, a chatbot or a search result. A clear majority, some 63 percent, actively want to shop with generative AI help, and 58 percent already use it in place of a traditional search engine to find what they need. Around 39 percent have used dedicated AI assistants for shopping tasks, and 36 percent have turned to general tools such as ChatGPT to research a purchase. Beyond these headline uses, shoppers rely on generative AI to compare options side by side, summarize reviews, hunt for discounts and codes, and narrow a long list down to a few strong candidates, tasks that used to mean opening many tabs and reading for hours.

Who Uses It Most

The generation gap in AI shopping

Adoption is not spread evenly. Younger, higher-income shoppers are well ahead, and crucially they are also the most satisfied, which tends to predict where the wider market is heading. The chart shows how the share who say AI improves their shopping experience jumped in a single year.

Say AI Improves Their Shopping Experience, 2024 vs 2025 (percent) Among AI shoppers, by generation.

Data:

Share of AI shoppers who say AI improves their experience, percent.

Note:

Capital One Shopping. Compiled by BusinessStats. Switch to the table for exact figures.

Young and convinced: almost all Gen Z and millennial AI shoppers now say the technology makes shopping better.

Gen Z and millennials are the clear leaders. Around 53 percent of Gen Z and 48 percent of millennials say they have used AI to shop, with higher-income millennials, those earning above the median, adopting at even higher rates. What matters most for the future is satisfaction. Among Gen Z who use AI, the share saying it improves their shopping experience rose from 70 percent in 2024 to 90 percent in 2025, and among millennials it climbed from 79 percent to 95 percent. When the heaviest users are also the happiest, adoption tends to spread outward to older groups over time. Older shoppers remain more cautious, and some are uncomfortable with AI-driven personalization, but the generational pattern points to steadily rising use as younger cohorts make up more of the market.

Trust and Concerns

Trust is rising, but limits remain

For all the enthusiasm, shoppers have not handed everything over to AI. The pattern across surveys is one of growing comfort with advice and research, paired with continued caution about money. Reluctance to let AI handle purchases has fallen sharply: in one US survey the share of people unwilling to let AI handle transactions dropped from about 66 percent early in 2025 to around 32 percent later in the year, a striking swing in a matter of months.

Yet a firm limit remains around payments and personal data. Roughly 30 percent of consumers say they would never let AI handle their shopping or access their payment information, and satisfaction with the technology is not universal, having dipped in some 2024 surveys even as use rose. Shoppers also tell researchers they check AI results carefully, with many verifying recommendations before buying. The takeaway for retailers is that trust must be earned step by step: people are happy to let AI help them decide, but they still want to stay in control of the final click and their financial details.

How Retailers Respond

Retailers race to keep up

On the business side, the response has been rapid and near-universal. Retailers know that if shoppers begin their journeys inside an AI assistant, being visible and useful there is essential. The chart shows how far retailer adoption of AI has already gone.

Retailer Adoption of AI, 2025 (percent of retailers) Most are using AI; few have fully scaled it.

Data:

Share of retailers, percent, 2025.

Note:

Envive, citing industry research. Compiled by BusinessStats. Switch to the table for exact figures.

Widely adopted, rarely mastered: most retailers use AI, but only a small share have scaled it across the business.

Around 89 percent of retailers are now using or assessing AI, and roughly 80 percent have built it into day-to-day operations, from product recommendations to customer service and pricing. The gap is in maturity:



about 62 percent remain stuck in experimentation, and only around 7 percent say they have fully scaled AI across the business, which means early movers still hold an advantage. The payoff can be large. Amazon attributes about 35 percent of its revenue to AI-driven product recommendations, and its shopping assistant Rufus, alongside rivals such as Walmart Sparky and Alibaba Wenwen, has pushed conversational shopping into the mainstream. Retailers are also rewriting product data so their items surface well inside large language models, a new form of search optimization aimed at AI rather than at Google. The competitive backdrop, and who is winning it, is set out in our ranking of the [top online stores worldwide by net sales](#).

Outlook

Where AI shopping goes next

Every indicator points the same way. With about 80 percent of consumers planning to use generative AI to shop in 2026, referral traffic from AI tools to retail sites growing explosively, and satisfaction rising among the heaviest users, the technology is set to move from a helpful add-on to a core part of the buying process. Analysts increasingly describe a shift toward zero-click shopping, where an assistant researches, compares and even completes a purchase on the shoppers behalf, collapsing several steps into one conversation.

The commercial stakes are growing to match. The generative AI in e-commerce market is forecast to expand from roughly \$1 billion in 2025 to nearly \$4 billion by 2035 as retailers invest in assistants, personalization and AI-ready product data. That is still small next to the trillions spent online each year, but it sits at the point where every purchase now begins. For a sense of that larger prize, see our overview of [e-commerce worldwide statistics and facts](#) and the wider [revenue of the e-commerce industry worldwide](#). The clear message from 2023 to 2025 is that consumer awareness and use of generative AI in shopping have crossed from early adoption into the mainstream, and the pace shows no sign of slowing.

Key Facts

Gen AI shopping in numbers

A handful of figures capture how far and how fast consumer awareness and use of generative AI in online shopping moved between 2023 and 2025.

51%Used Gen AI to shop, 2025Up from 38 percent in 2024.58%Use Gen AI over searchWas 25 percent in 2023.92%Encountered AI shoppingAwareness is near-universal.80%Plan to use in 2026Momentum keeps



building.

Together they mark the moment generative AI became a standard shopping tool rather than a novelty.

FAQ

Frequently Asked Questions

About 51 percent of consumers reported using generative AI for online shopping in 2025, up from 38 percent in 2024, a rise of roughly 34 percent in a single year. Surveys suggest around 80 percent plan to use it for shopping in 2026.

Awareness is now very high. Around 92 percent of consumers say they have encountered AI while shopping online, and most are familiar with tools such as ChatGPT and retailer assistants. Awareness has climbed steadily since 2023, when the technology was still new.

Shoppers use generative AI mainly to research products, compare options, get recommendations and find deals. About 58 percent now use Gen AI tools instead of traditional search engines to find products, up from 25 percent in 2023.

Younger shoppers lead. Around 53 percent of Gen Z and 48 percent of millennials say they have used AI to shop, with higher-income millennials the most active adopters. The vast majority of young users say AI improves their shopping experience.

Trust is rising but not complete. Reluctance to let AI handle purchases has fallen sharply, and most users say AI improves their experience, but around 30 percent still say they would never let AI handle payments or access their financial information.

Yes, sharply. The share of consumers replacing traditional search with Gen AI rose from 25 percent in 2023 to 58 percent in 2025, openness to AI recommendations rose from 63 percent to about 75 percent, and reported use for shopping climbed from 38 percent in 2024 to 51 percent in 2025.

ChatGPT is the most widely used, followed by tools such as Gemini, Copilot and Perplexity. Retailers have also built their own assistants, including Amazon Rufus, Walmart Sparky and Alibaba Wenwen, which shoppers use directly on store sites.

Most are moving fast. Around 89 percent of retailers are using or assessing AI and 80 percent have integrated it into operations, though only a small share have fully scaled it. Amazon attributes about 35 percent of its revenue to AI-driven product recommendations.



Growth is expected to continue quickly. Roughly 80 percent of consumers plan to use generative AI to shop in 2026, referral traffic from AI tools is surging, and the generative AI in e-commerce market is forecast to grow from about \$1 billion in 2025 to nearly \$4 billion by 2035.

Sources

[Statista Consumer Insights](#) - consumer awareness and use of generative AI in online shopping.

[Capgemini Research Institute](#) - openness to and use of Gen AI in shopping, 2023 to 2025.

[Capital One Shopping](#) - AI shopping adoption, engagement and demographics.

[Adobe](#) - use of generative AI for online shopping and AI referral traffic.

Figures are the share of consumers or retailers surveyed and are drawn from several studies with different samples, definitions and countries, so numbers vary between sources. Each chart names its source. Use figures reflect 2024 and 2025 surveys; awareness and behavior figures span 2023 to 2025; market forecast figures are estimates. All data compiled by BusinessStats.



STATISTICS REPORT

Artificial intelligence (AI) in finance — 2026 statistics, use cases & market data

Updated May 12, 2026 · businessstats.com/ai-in-finance

\$36.6B AI FINTECH MARKET 2026	22% CAGR 2026–2031	90% BANKS USING AI — FRAUD
80% US TRADES BY AI ALGO	\$1.5B JPMORGAN AI SAVINGS	Aug 2026 EU AI ACT ENFORCEMENT

Market Overview 2026

AI in Finance Market — \$36.6B in 2026, \$99B by 2031, \$190B by 2030

Artificial intelligence is reshaping every layer of the financial industry — from the millisecond execution of algorithmic trades to the instant assessment of loan applications and the real-time detection of fraudulent transactions. The AI in fintech market stands at approximately **\$36.61 billion in 2026**, growing at a **22.04% CAGR** toward \$99.09 billion by 2031. The broader AI in finance market — including banking, insurance, and investment management — is estimated at **\$38–45 billion in 2026** and projected to reach **\$190 billion by 2030** at a 30.6% CAGR. North America accounts for approximately **37–45% of global revenue** and leads in AI fintech patents (45% global share). The broader financial market context powering AI investment is covered in our [US financial markets analysis](#).

AI Use Case Distribution in Banking — 2026 AI in Finance — Top Use Cases by Bank Adoption Share (2026) Survey of 174 Banking Professionals, January 2026 · Blott Financial Services AI Report · BusinessStats Research

53% Fraud Detection #1 use case · 90% of banks · 300× faster than rules 39% Back-Office Automation Document processing · KYC · Onboarding · Compliance 39% Customer Service AI Chatbots · Virtual assistants · 40% cost savings 30% Risk & Compliance AML · Regulatory monitoring · Credit risk 24% Credit Scoring Loan processing 2 days → 5 mins · 25% better approval 18% Wealth Management Robo-advisors · Portfolio AI · \$1.4T AUM



Market Growth 2021–2031E

AI in Finance Market Growth — From \$9.5B (2021) to \$99B by 2031E

The AI in finance market has experienced explosive growth over the past five years. Starting from approximately **\$9.5 billion in 2021**, the market crossed **\$36.6 billion in 2026** — nearly a 4× increase in five years. The compound annual growth rate of **22%** is projected to hold through 2031, when the AI fintech market is expected to reach **\$99 billion**. Key growth accelerators: the proliferation of large language models (LLMs) in financial workflows from 2023 onward; regulatory pressure forcing banks to modernise compliance systems; and the proven ROI from fraud detection AI — which cuts detection costs by 60% while achieving 96% accuracy. The tech giants powering this infrastructure are profiled in our [global company valuations report](#).

AI in Finance — Market Size 2021–2031E AI in Fintech Market Size — 2021 to 2031E (USD Billion, 22% CAGR) Mordor Intelligence 2026 · Grand View Research · Blott Financial Services AI Report 2026 · BusinessStats Research \$99B2031E Forecast

Source: Mordor Intelligence AI in Fintech Report 2026 · Grand View Research AI Agents in Financial Services 2025 · BusinessStats Research · April 2026

AI Fraud Detection

AI Fraud Detection: 90% of Banks, \$1.5B Saved, 300× Faster — But a New Threat Is Rising

Fraud detection is the single most widespread AI application in financial services — and the one with the most mature ROI data. **90% of financial institutions** now use AI for fraud detection as of 2026. AI-powered systems analyse thousands of behavioral features per transaction in milliseconds — JPMorgan's system processes **5,700+ behavioral signals per transaction** including typing cadence, location patterns, and payment instruction language. The result: JPMorgan's AI fraud system prevents an estimated **\$1.5 billion in losses annually** with a **98% accuracy rate**. AI detects fraud approximately **300 times faster** than traditional rule-based systems. AI fraud detection systems cut detection costs by **60%** while improving accuracy to **96%**. However, there is a critical dual-use paradox: the same generative AI powering bank defenses is also powering attacks. Generative AI-enabled fraud losses in the US are projected to reach **\$40 billion by 2027** — more than triple the \$12.3 billion recorded in 2023.



- **Adoption:** 90% of financial institutions use AI for fraud detection (Feedzai 2025 AI Trends Report)
- **Speed:** AI detects fraud 300× faster than rule-based systems — critical for real-time digital payments
- **Accuracy:** AI fraud systems achieve 90–99% detection accuracy vs 58–70% for traditional methods
- **Cost:** AI cuts fraud detection operational costs by 60% while improving accuracy
- **JPMorgan:** \$1.5B in fraud prevention savings · 98% accuracy · 5,700+ behavioral features per transaction
- **HSBC:** 60% reduction in false positives · JPMorgan: 50% improvement in false positive rate
- **Gen-AI fraud threat:** US AI-enabled fraud losses \$12.3B (2023) → \$40B projected by 2027
- **Deepfake risk:** 30% of enterprises expect biometric authentication to be unreliable in isolation by 2026

Algorithmic Trading

AI Algorithmic Trading: 80% of US Trades, Microsecond Execution, \$3.8T Value Opportunity

AI has fundamentally transformed how markets function. Approximately **70–80% of US stock market trades** are now executed by AI-powered algorithms — up from under 50% a decade ago. These systems can process market data, news articles, social media sentiment, and economic indicators simultaneously, executing trades in **microseconds** and reducing trading slippage by approximately **15%**. McKinsey estimates AI could generate an additional **\$3.8 trillion in annual value** for the global financial services industry — the majority coming from trading, portfolio management, and risk modelling. **82% of investment firms** use AI for algorithmic trading, with 70% of trades executed automatically. BlackRock, the world's largest asset manager with \$10T+ in AUM, has integrated AI throughout its portfolio management and risk systems. AI has also eliminated many of the manual trading tasks — what once required a team of analysts now runs autonomously. AWS powers the majority of bank AI infrastructure — see our [Amazon statistics](#) for the full cloud AI context. The broader digital economy growth patterns are covered in our [retail e-commerce analysis](#).

- **Market share:** 70–80% of US trades executed by AI algorithms — mainstream in 2026
- **Speed:** AI executes trades in microseconds · reduces slippage by ~15% vs human execution
- **82% of investment firms** use AI for algorithmic trading · 70% of those trades fully automated
- **Value:** McKinsey projects AI generates additional \$3.8T annually in global financial services value
- **BlackRock:** AI integrated across \$10T+ AUM portfolio management and risk systems



- **49% of hedge funds** use AI for portfolio optimisation — up 15% from 2022
- **Sentiment analysis:** AI processes news, earnings calls, and social media in real-time to inform trading decisions

Banking & Cost Savings

AI in Banking: \$120B Saved in 2025, \$500B by 2030, 40% Service Cost Reduction

AI is delivering measurable, significant cost savings across banking operations. The global banking industry saved approximately **\$120 billion in 2025** from AI implementation — a figure projected to reach **\$500 billion annually by 2030**. Banks deploying AI for customer service see **40% operational cost reductions** and **25% higher customer satisfaction scores**. AI has reduced loan default prediction time from **2 days to 5 minutes**. Robo-advisors have cut wealth management fees from 1.5% to approximately 0.25% of AUM — an **85% fee reduction** that has democratised investment access. Despite these gains, **only 4 of the 50 largest banks** reported realised ROI from AI use cases in 2025 — exposing a gap between AI adoption and actual value capture that Goldman Sachs has called the defining challenge of 2026. The consumer wealth context powering demand for AI banking is covered in our [US wealth and spending analysis](#).

- **Industry savings 2025:** ~\$120B saved globally from AI — projected \$500B annually by 2030
- **Customer service:** AI deployment → 40% cost reduction + 25% higher satisfaction
- **Loan processing:** AI cut loan default prediction time from 2 days to 5 minutes
- **Credit unions:** 68% of US credit unions use AI for loan origination · 25% better approval rates
- **Advisory fees:** AI robo-advisors reduced fees from 1.5% to 0.25% AUM — 85% reduction
- **Underwriting:** AI accelerated policy issuance by 80% · increased sales velocity 35%
- **ROI gap:** Only 4 of 50 largest banks reported realised ROI from AI in 2025 — adoption ≠ value
- **AI chatbots:** 77% of global insurers use AI chatbots handling 30% of all customer queries

Top Banks — AI Investment 2026

JPMorgan, Bank of America, Goldman Sachs — \$10B+ Industry AI Spend Annually

The world's largest banks are committing billions to AI — not as an experiment, but as a core infrastructure investment. **JPMorgan Chase** directs approximately **\$2 billion of its \$18 billion technology budget** to AI, having captured \$1.5 billion in cumulative savings. **Bank of America** allocates **\$4 billion of its \$13 billion tech budget** to AI and related initiatives. Across the industry, financial sector IT spending on AI-specific initiatives exceeds **\$10 billion annually**. **Goldman Sachs** launched its GS AI Assistant firmwide in mid-2025 — accessible to all employees and powered by multiple LLMs including GPT, Gemini, and Claude. Goldman's CIO has described 2026 as the year of "scaling and harvesting" following years of AI experimentation. **Morgan Stanley** deployed its AI @ Morgan Stanley Assistant to financial advisors in 2023, drawing on 100,000+ research documents for wealth management queries. JPMorgan employs **over 2,000 AI and machine learning specialists** — AI roles grew 13% in 6 months even as overall headcount declined in 2025.

JPMorgan Chase \$2B Annual AI Budget (of \$18B tech total) AI Cost Savings

~\$1.5B cumulative

AI Specialists

2,000+

Fraud Accuracy

98%

Use Cases

400+ deployed

Bank of America \$4B Annual AI Budget (of \$13B tech total) AI Value Target

\$2.5B by 2025

AI Tool

Erica Virtual Assistant

AI Hiring

Top 3 AI employer



AI Coverage

Multiple business lines

Goldman Sachs \$B+ AI & Tech Investment (ongoing) GS AI Assistant

Firmwide — mid-2025

LLMs Used

GPT · Gemini · Claude

2026 Strategy

"Scaling & Harvesting"

Focus Areas

Trading · Research · Risk

Morgan Stanley AI@MS GPT-4 Wealth Management Assistant Deployed

September 2023

Knowledge Base

100,000+ documents

Users

Financial Advisors firmwide

Function

Research · Client queries

AI Adoption Trend

AI Adoption in Finance — From 45% (2022) to 85%+ (2025) to Near-Universal by 2026

AI adoption across the financial industry has accelerated dramatically. In 2022, approximately **45% of financial firms** used AI in some capacity. By 2025, that figure reached approximately **85%** — with 60% using AI across multiple business functions simultaneously. Top fintech startups have reached **88% AI adoption**. Looking at specific functions: 90% of institutions use AI for fraud, 82% for algorithmic trading,



73% of wealth firms have AI robo-advisors, and 64% of US banks have AI for anti-money laundering. The important caveat: **95% of generative AI implementations** in financial services remain in pilot phases rather than scaled production. Goldman Sachs identifies this gap — between adoption ambition and actual production-scale deployment — as the defining challenge of 2026. The digital commerce and platform patterns paralleling this adoption wave are covered in our [social media and digital platform statistics](#).

AI Adoption by Use Case — Financial Services 2022–2026 AI Adoption Rate by Key Use Case — Financial Services (% of Institutions Deployed) Feedzai 2025 AI Trends Report · GITNEX 2026 · Blott Financial Services AI Report 2026 · BusinessStats Research · April 2026

90% AI fraud adoption — industry standard Source: Feedzai 2025 AI Trends · GITNEX Financial Industry Statistics 2026 · Mordor Intelligence 2026 · Blott 2026 · April 2026

Robo-Advisors & Wealth AI

Robo-Advisors: \$1.4T AUM (2024) → \$3.2T by 2033 — Fees Cut 85%

Robo-advisors represent one of AI's most visible and consumer-facing applications in finance. The global robo-advisor market managed **\$1.4 trillion in assets under management (AUM) in 2024** and is projected to reach **\$3.2 trillion by 2033** — a 10.5% CAGR. The fee disruption has been dramatic: traditional human advisors charged approximately 1.5% of AUM annually; AI robo-advisors charge approximately **0.25% — an 85% reduction** — making wealth management accessible to everyday investors for the first time. **73% of wealth management firms** had adopted AI robo-advisors by 2024. Betterment, Vanguard, Wealthfront, and Schwab Intelligent Portfolios are among the leading platforms. By 2026, AI is positioned as a "personal CFO" for retail investors — analysing spending habits, predicting future needs, and providing tax-optimised investment recommendations. **55% of robo-advisor users** trust algorithms over human advisors for portfolio decisions. The semiconductor infrastructure powering these AI systems is covered in our [ARM Holdings statistics](#) — ARM chips are at the heart of AI inference across banking hardware.

Robo-Advisor vs Traditional — Key Metrics Comparison AI Robo-Advisors vs Traditional Advisors — AUM, Fees & Accessibility Market Research Intellect 2025 · Statista 2024 · GITNEX 2026 · BusinessStats Research · April 2026

- **AUM:** \$1.4T (2024) → \$3.2T (2033) — 10.5% CAGR over 9 years
- **Fee disruption:** Traditional 1.5% AUM → Robo-advisor 0.25% AUM — 85% reduction
- **Adoption:** 73% of wealth management firms deployed AI robo-advisors by 2024



- **Trust:** 55% of robo-advisor users trust algorithms over human advisors for portfolio decisions
- **Access:** Some platforms allow investing from as little as \$1 — democratising wealth management
- **Regional growth:** APAC fastest-growing robo-advisor market driven by China and India mobile-first adoption
- **2026 capability:** AI analyses spending, predicts life events (mortgage, retirement, college), and optimises tax harvesting automatically

Regulation — EU AI Act 2026

EU AI Act August 2026: Finance's Biggest Regulatory Moment — 7% Turnover Penalty

The single most important regulatory event for AI in finance in 2026 is the **EU AI Act's high-risk system provisions becoming enforceable on 2 August 2026**. Any financial institution using AI for credit scoring, fraud detection, automated lending, or anti-money laundering — and operating in or serving European customers — must comply with strict requirements for transparency, explainability, human oversight, and audit trails. Non-compliance penalties can reach **up to 7% of global annual turnover** — for a bank with \$50B in revenue, that is a potential \$3.5B fine. This has forced European banks to fundamentally redesign their AI-powered credit and fraud systems. Many institutions are rebuilding credit scoring models to provide "explainable AI" outputs — being able to tell a rejected customer specifically why the algorithm denied their application. The EU's PSD3 directive (live since 2024) simultaneously requires banks to share customer data via APIs with AI systems — creating both a compliance burden and an AI innovation opportunity for institutions that move quickly. The global regulatory economic context is covered in our [global GDP and regulatory analysis](#).

2023

EU AI Act passed

— establishes risk tiers for AI systems. Finance classified as high-risk for credit scoring, fraud detection, AML, and insurance underwriting. 2024

PSD3 live

— European banks required to share customer data via open APIs. European banks begin redesigning AI workflows to meet Act requirements. 55% of European banks adopt AI for compliance monitoring. Feb 2025



EU AI Act general-purpose AI provisions

take effect. Financial institutions must begin documenting AI system capabilities and limitations across all deployments. 2 Aug 2026

High-risk AI systems enforceable

— Credit scoring, fraud detection, lending, and AML systems must fully comply.

Penalties up to 7% of global annual turnover

. Banks unable to explain AI credit decisions face regulatory action. 2027+

Full enforcement landscape

— Regulators expected to begin formal investigations. US regulators watching EU framework with potential federal AI regulation in finance following similar principles. 2026 Key Insight The Paradox: AI Saves Banks Billions While AI Costs Banks Billions

AI in finance presents a deep paradox in 2026. Banks collectively save **\$120 billion annually** from AI — fraud prevention, automation, faster processing. Yet simultaneously: generative AI-enabled fraud costs are racing toward **\$40 billion by 2027**; EU AI Act compliance is costing European banks hundreds of millions in system redesigns; and **95% of generative AI implementations** remain in pilot phases with unproven ROI. Goldman Sachs calls 2026 the year of "scaling and harvesting" — the institutions that invested early in AI infrastructure (JPMorgan's 400+ use cases, Bank of America's \$4B budget) are now capturing competitive advantages. The **14%** of financial institutions that have achieved full-scale AI implementation are pulling ahead of the **86%** still in experimentation mode. The window for catching up is narrowing fast, particularly with the EU AI Act's August 2026 deadline creating a compliance floor that also defines a capability floor.

Key Statistics

AI in Finance — Key Statistics & Facts 2026

\$36.6B AI Fintech Market Size 2026 Up from ~\$17B (2025) · 22% CAGR 2026–2031 → \$99B by 2031.

Broader AI in finance (incl. banking + insurance): \$38–45B in 2026 → \$190B by 2030 at 30.6% CAGR.

North America: 37–45% of global share. Asia-Pacific: fastest growing at 33.1% CAGR. 90% Banks Using AI

for Fraud Detection 90% of financial institutions deployed AI fraud detection (Feedzai 2025). AI detects

fraud 300× faster than rule-based systems. Accuracy: 90–99%. Cost reduction: 60%. Gen-AI fraud losses:

\$12.3B (2023) → \$40B projected (2027 US) — dual-use threat accelerating. \$1.5B JPMorgan AI Cost



SavingsJPMorgan: \$2B of \$18B tech budget on AI · cumulative \$1.5B in savings · 98% fraud accuracy · 2,000+ AI specialists · 400+ use cases. Industry total: \$10B+ annually on AI-specific investment. Only 4 of top 50 banks reported realized ROI in 2025. 80%US Stock Trades by AI Algorithms70–80% of US market trades executed by AI algorithms. 82% of investment firms use AI for algorithmic trading · 70% of those trades fully automated. Execution: microseconds · slippage reduction: ~15%. McKinsey: AI generates additional \$3.8T annually in financial services value. \$3.2TRobo-Advisor AUM by 2033\$1.4T AUM (2024) → \$3.2T by 2033 (10.5% CAGR). Fee disruption: traditional 1.5% AUM → robo 0.25% (85% reduction). 73% of wealth firms adopted AI robo-advisors by 2024. 55% of robo-advisor users trust algorithms over human advisors. Aug 2026EU AI Act — Financial EnforcementHigh-risk AI provisions enforceable 2 August 2026 for credit scoring, fraud detection, AML, and lending AI. Penalties: up to 7% of global annual turnover. European banks racing to make AI systems "explainable" and auditable. Defines new global standard for AI in finance regulation. \$120BAI Banking Savings 2025Global banking saved ~\$120B from AI in 2025 → projected \$500B annually by 2030. AI customer service: 40% cost reduction + 25% higher satisfaction. Loan prediction: 2 days → 5 minutes. AI underwriting: 80% faster policy issuance, 35% higher sales velocity. \$4BBank of America AI BudgetBank of America allocates \$4B of its \$13B tech budget to AI — the largest AI budget share (31%) among major US banks. Target: \$2.5B in annual AI value by end-2025. AI deployed across operations, compliance, customer service, credit, and trading. Top 3 AI employer among US banks.

Forecast 2026–2030E

AI in Finance Forecast — \$99B by 2031, \$1T in Savings by 2030, \$40B Fraud Threat

The trajectory of AI in finance through 2030 is clear: faster adoption, higher market value, deeper integration — and simultaneously, larger risks. The AI in fintech market grows from **\$36.6B (2026)** to **\$99B by 2031** at 22% CAGR. The broader AI in finance market reaches **\$190B by 2030**. Banking industry AI savings scale from **\$120B annually (2025)** to **\$500B by 2030**. Robo-advisor AUM grows from **\$1.4T (2024)** to **\$3.2T by 2033**. Agentic AI — autonomous systems that trade, onboard, and comply without human input — grows from a \$985M market in 2026 to **\$6.7B by 2033**. The countervailing force: generative AI-enabled fraud accelerates from **\$12.3B (2023)** to a projected **\$40B by 2027** in the US alone. The institutions that capture AI's upside while managing its downside risk will define financial services leadership through 2030.



AI in Finance — Forecast 2026–2031E AI in Finance Market Segments — Growth Forecast 2026 to 2031E
(USD Billion) Mordor Intelligence · Grand View Research · Market Research Intellect · McKinsey ·
BusinessStats Research · April 2026 \$99BFintech AI — 2031E

AI in Fintech (Total) Robo-Advisor AUM (\$T) Bank AI Savings (\$B/yr) AI Fraud Losses (\$B) Source: Mordor
Intelligence 2026 · Market Research Intellect 2025 · Grand View Research 2025 · McKinsey Global Institute
· BusinessStats Research · April 2026

- **AI fintech market:** \$36.6B (2026) → \$44.7B (2027E) → \$66.5B (2029E) → \$99.1B (2031E) — 22% CAGR throughout
- **Broader AI in finance:** \$38–45B (2026) → \$190B (2030E) at 30.6% CAGR — includes banking, insurance, investment management
- **Banking savings:** \$120B/yr (2025) → \$200B/yr (2027E) → \$350B/yr (2029E) → \$500B/yr (2030E)
- **Robo-advisors AUM:** \$1.4T (2024) → \$1.9T (2026E) → \$2.5T (2029E) → \$3.2T (2033E) at 10.5% CAGR
- **AI fraud threat:** \$12.3B US losses (2023) → \$20B (2025E) → \$40B (2027E) — 3.3× in 4 years
- **Agentic AI market:** \$691M (2025) → \$985M (2026) → \$2.2B (2028E) → \$6.7B (2033E) at 31.5% CAGR
- **AI AML solutions:** \$1.8B (2024) → \$3.2B (2027E) → \$7.9B (2032E) at 20.2% CAGR
- **Algorithmic trading value:** McKinsey \$3.8T additional annual value potential — majority still unrealised by 2026
- **AI jobs in finance:** AI/ML roles in top banks grew 13% in 6 months (2025) even as overall headcount fell

FAQ

Frequently Asked Questions — AI in Finance 2026

The AI in fintech market is valued at approximately **\$36.61 billion in 2026**, growing at a 22.04% CAGR, projected to reach \$99.09 billion by 2031. The broader AI in finance market (banking, insurance, and investment combined) is estimated at **\$38–45 billion in 2026** and projected to reach **\$190 billion by 2030** at a 30.6% CAGR. North America accounts for approximately 37–45% of global revenue. Asia-Pacific is the fastest-growing region at 33.1% CAGR through 2031.

JPMorgan Chase directs approximately **\$2 billion of its \$18 billion annual technology budget** to AI. The bank has generated nearly **\$1.5 billion in cumulative cost savings** from AI across fraud prevention, trading, credit decisions, and operations. JPMorgan employs over 2,000 AI and machine learning specialists, has deployed 400+ internal AI use cases, and its fraud AI achieves 98% accuracy analysing 5,700+ behavioral



signals per transaction.

90% of financial institutions use AI for fraud detection as of 2026 (Feedzai 2025 AI Trends Report). AI detects fraud **300 times faster** than traditional rule-based systems and achieves 90–99% accuracy. AI fraud systems cut detection costs by 60%. The parallel risk: generative AI-enabled fraud losses are projected at **\$40 billion in the US by 2027** — nearly 3.3× 2023's \$12.3 billion. AI is simultaneously the best defense and a powerful new attack vector.

Approximately **70–80% of US stock market trades** are executed by AI-powered algorithms. 82% of investment firms use AI for algorithmic trading, with 70% of those trades fully automated. AI trading systems execute in microseconds, reduce slippage by ~15%, and can simultaneously process market data, news, earnings transcripts, and social media sentiment. McKinsey estimates AI generates an additional **\$3.8 trillion in annual value** for global financial services — much of it from trading efficiency.

Top AI use cases in banking (survey of 174 banking professionals, January 2026): **Fraud detection — 53%** (deployed by 90% of banks); **Back-office automation — 39%**; **Customer service chatbots — 39%**; **Risk management and compliance — 30%**; **Credit scoring and underwriting — 24%**; **Wealth management and advisory — 18%**. AI has cut loan prediction time from 2 days to 5 minutes, reduced customer service costs by 40%, and improved underwriting speed by 80%.

The global robo-advisor market managed **\$1.4 trillion in AUM in 2024**, projected to reach **\$3.2 trillion by 2033** (10.5% CAGR). Key disruption: AI robo-advisors charge approximately 0.25% of AUM vs traditional advisors' 1.5% — an **85% fee reduction**. 73% of wealth management firms adopted AI robo-advisors by 2024. 55% of users trust algorithms over humans for portfolio decisions. Some platforms now allow investing from as little as \$1, fully democratising wealth management.

The EU AI Act's high-risk system provisions became enforceable on **2 August 2026**. Financial institutions using AI for credit scoring, fraud detection, lending, and anti-money laundering must comply with full transparency, explainability, and audit requirements. **Penalties: up to 7% of global annual turnover** for non-compliance. For a bank with \$50B revenue, that is a potential \$3.5B fine. European banks have spent 2024–2026 redesigning AI credit systems to produce explainable decisions — a customer must be able to understand why an AI denied their loan application.

Global banking saved approximately **\$120 billion from AI in 2025**, projected to reach **\$500 billion annually by 2030**. Key savings: JPMorgan ~\$1.5B cumulative; AI customer service: 40% cost reduction + 25% higher satisfaction; AI fraud detection: 60% cost reduction; loan prediction: 2 days → 5 minutes; underwriting: 80% faster. However, only 4 of the 50 largest banks reported realized ROI in 2025 — most

savings are concentrated in AI-mature institutions.

Agentic AI refers to AI systems that autonomously plan, decide, and execute multi-step financial tasks without human intervention — think autonomous trading, self-directed compliance monitoring, or fully automated client onboarding. In 2026, **70% of financial services organisations** are deploying or exploring agentic AI. But only **14% have achieved full-scale implementation**, and 95% of generative AI implementations remain in pilot phase. The AI agents in financial services market was \$691M in 2025 and is projected at \$985M in 2026, growing to \$6.7B by 2033 at 31.5% CAGR.

Goldman Sachs launched its **GS AI Assistant firmwide in mid-2025** after piloting with approximately 10,000 employees. It is model-agnostic — employees can access OpenAI GPT, Google Gemini, and Anthropic Claude securely within Goldman's audited environment. The tool handles document summarisation, data analysis, pitch drafting, research translation, and compliance queries. Goldman's CIO described 2026 as the year of "**scaling and harvesting**" — moving from AI experimentation to production deployment and ROI capture across trading, research, compliance, and client service.

AI has transformed credit scoring by analysing thousands of data points beyond simple credit history — including spending patterns, transaction velocity, employment stability, and behavioral signals. AI credit scoring reduced loan default prediction time from **2 days to 5 minutes**. 68% of US credit unions use AI for loan origination, with **25% improvement in approval rates**. 71% of Asian financial institutions use AI for credit scoring. AI underwriting accelerated policy issuance by 80%. However, EU AI Act compliance now requires explainability — rejected applicants must understand why the algorithm denied them.

North America leads with approximately 37–45% of global AI finance revenue and 45% of AI fintech patents. The US has the deepest bank AI investment (JPMorgan \$2B, Bank of America \$4B) and highest algorithmic trading penetration (70–80% of trades). **Europe** is second — 55% of European banks use AI for compliance monitoring, now accelerating under EU AI Act pressure. **Asia-Pacific** is the fastest-growing at 33.1% CAGR, driven by mobile-first financial services in China, India, and Southeast Asia, plus 71% AI adoption for credit scoring across Asian financial institutions.

Key AI risks in finance 2026: (1) **Gen-AI fraud acceleration** — US AI-enabled fraud \$12.3B (2023) → \$40B projected by 2027; (2) **Model risk** — AI algorithms reacting identically can amplify market volatility; (3) **Deepfake attacks** — 30% of enterprises expect biometric authentication to fail in isolation by 2026; (4) **Regulatory exposure** — EU AI Act penalties up to 7% of turnover; (5) **Adoption gap** — 95% of generative AI implementations still in pilot; only 4 of 50 major banks with realized ROI; (6) **Bias** — AI credit models trained on historical data can perpetuate lending discrimination.



AI is deployed across the full insurance value chain in 2026: **automated underwriting** and dynamic pricing that adjusts premiums in real time; **AI claims processing** resolving cases in minutes vs days; **fraud detection** using computer vision and network analysis; **customer service** — 77% of global insurers have AI chatbots handling 30% of queries; and embedded distribution using AI to cross-sell coverage. AI underwriting has accelerated policy issuance by **80%** and increased sales velocity by **35%**. The AI AML solutions market is \$1.8B (2024) → \$7.9B by 2032 (20.2% CAGR).

AI in finance forecasts to 2030: AI in finance market reaches **\$190 billion by 2030** at 30.6% CAGR. AI generates over **\$1 trillion in global banking savings and revenue by 2030**. Banking industry AI savings: **\$500 billion annually by 2030**. Robo-advisor AUM: **\$3.2 trillion by 2033**. AI AML solutions: \$7.9B by 2032. Agentic AI in financial services: \$6.7B by 2033. Global AI market (all industries): \$1.85 trillion by 2030 — financial services among the largest verticals. McKinsey's \$3.8T annual financial services value creation estimate positions finance as AI's highest-value application sector.

Data Sources & References

Primary: Mordor Intelligence — AI in Fintech Market Report 2026 (\$36.61B, 22% CAGR, North America 37.6% share)

Primary: Blott — AI in Financial Services 2026: From Experimentation to Enterprise Scale (174-bank survey, JPMorgan/BofA/GS data, EU AI Act analysis)

Primary: Grand View Research — AI Agents in Financial Services Market Report 2025 (\$691M to \$6.7B, 31.5% CAGR)

Supporting: Market Research Intellect — Robo Advisor Market Report 2025 (\$1.4T to \$3.2T by 2033)

Supporting: GITNEX — AI in the Financial Industry Statistics 2026 (verified statistics, updated April 2026)

AI in finance market size figures vary across research firms due to differing scope definitions (fintech-only vs broad financial services). All figures represent widely cited estimates from reputable research institutions. Bank investment figures (JPMorgan \$2B, Bank of America \$4B) are from their official annual reports and investor presentations. EU AI Act enforcement timeline is per official EU legislative text. Robo-advisor AUM figures from Market Research Intellect and Statista. Algorithmic trading percentages are industry estimates — exact figures vary. Forecasts to 2030–2033 are analyst projections and subject to market conditions.



STATISTICS REPORT

Medical technology industry: statistics & facts 2026

Updated May 12, 2026 · businessstats.com/medical-technology-market

\$603B GLOBAL MEDTECH MARKET 2026	5.8% CAGR 2024–2030	45% AI DIAGNOSTICS GROWTH RATE
\$280B DIGITAL HEALTH MARKET	\$100B+ WEARABLE DEVICES MARKET	\$780B FORECAST 2030E

Overview

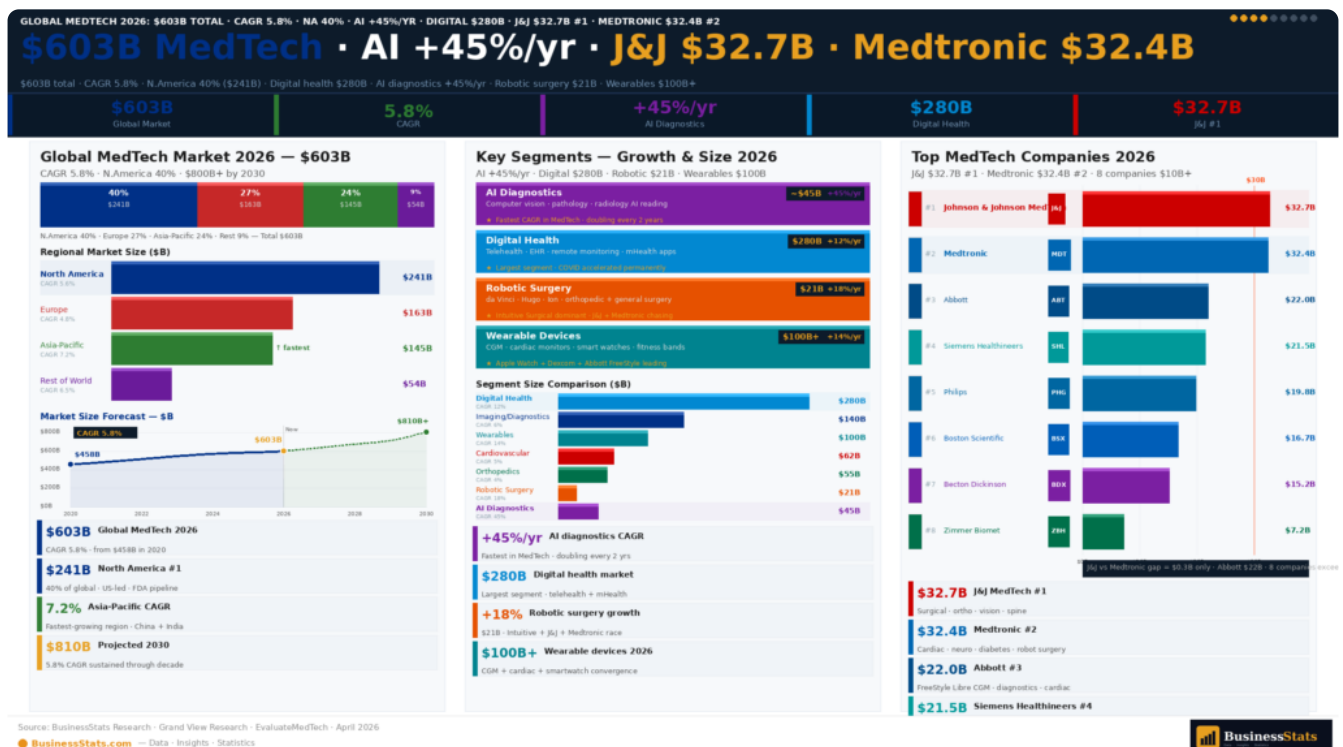
Medical Technology Industry — \$603 Billion in 2026

The global medical technology (MedTech) industry reached approximately **\$603 billion in 2026**, growing at **5.8% annually** — well above the broader healthcare sector's average growth rate. MedTech encompasses medical devices, diagnostic equipment, in-vitro diagnostics, digital health platforms, surgical robotics, and AI-powered clinical tools. The industry is experiencing its most transformative decade in history, driven by three converging forces: an **aging global population** creating unprecedented demand for chronic disease management and surgical interventions; **artificial intelligence** automating diagnostics and enabling precision medicine; and a **post-pandemic digital health revolution** that has permanently shifted care delivery toward remote monitoring, telehealth, and connected devices. The U.S. alone spends approximately **\$4.9 trillion annually on healthcare** — a context covered in our [U.S. financial markets analysis](#).

- **Global market:** ~\$603B in 2026 · CAGR 5.8% · projected \$780B by 2030
- **Regional split:** North America 40% (\$241B) · Europe 28% (\$169B) · Asia-Pacific 24% (\$145B) · RoW 8%
- **Fastest growing region:** Asia-Pacific at 8.2% CAGR — China, India, South Korea driving volume
- **AI in healthcare:** \$45B in 2026, growing 45% annually — fastest segment in all of MedTech
- **R&D intensity:** Industry spends ~\$35–40B annually on R&D (~6–7% of revenue)
- **Employment:** ~700,000 direct MedTech jobs in the U.S. alone · 2M+ globally

The MedTech industry's fundamental value proposition has evolved. Where once a "medical device" was a surgical instrument or diagnostic machine, the category now spans **smartphone-connected insulin pumps**, **AI algorithms that detect cancer in radiology scans** faster than radiologists, **exoskeletons** for stroke rehabilitation, and **smart contact lenses** for continuous glucose monitoring. This blurring of the boundary between technology, software, and healthcare device has attracted the world's largest technology companies — Amazon, Apple, Google, and Microsoft all now have significant healthcare technology divisions. Amazon's health strategy is tracked in our [Amazon statistics report](#).

- **Apple Watch Health:** ECG, blood oxygen, fall detection, atrial fibrillation alerts — FDA-cleared features on 50M+ active devices
- **Amazon Health:** Amazon Clinic, Amazon Pharmacy, One Medical acquisition (\$3.9B) — building healthcare delivery ecosystem
- **Google Health / DeepMind:** AlphaFold protein structure prediction · Streams EHR platform · AI diabetic retinopathy detection
- **Microsoft Healthcare:** Azure Health Data Services · Nuance (DAX ambient clinical documentation) · \$19.7B healthcare AI investments



Global MedTech Industry 2026 (BusinessStats Research · Grand View Research · EvaluateMedTech): Total market \$603B · CAGR 5.8% · North America 40% (\$241B) · AI diagnostics +45% p.a. · Digital health \$280B · Robotic surgery \$21B (+18%) · Wearable devices \$100B+ · J&J MedTech #1 (\$32.7B) · Medtronic #2

(\$32.4B). Source: BusinessStats Research · Grand View Research · April 2026.

Top Companies

Top Medical Technology Companies — Revenue Rankings 2025

Johnson & Johnson MedTech is the world's largest medical technology business by segment revenue, generating approximately **\$32.7 billion** in 2025 following its separation from the consumer health business (Kenvue). J&J MedTech's portfolio spans orthopedic reconstruction (DePuy Synthes), surgical robotics (Ottava), cardiovascular (Abiomed), and eye health (AMO). **Medtronic** — the largest dedicated (pure-play) MedTech company — generated approximately **\$32.4 billion** in fiscal year 2025, operating across cardiovascular (\$12.8B), neuroscience (\$8B), medical surgical (\$8.1B), and diabetes (\$3.5B). Both companies are closely tracked in our [global market capitalization rankings](#).

- **J&J MedTech (#1):** \$32.7B · Orthopedics, Surgical Vision, Cardiovascular, Surgical Robotics (Ottava)
- **Medtronic (#2):** \$32.4B · Cardiovascular \$12.8B · Neuroscience \$8B · Medical Surgical \$8.1B · Diabetes \$3.5B
- **Siemens Healthineers (#3):** \$23.7B · Diagnostic Imaging, Advanced Therapies, Atellica IVD solutions
- **Abbott Laboratories (#4):** ~\$21B MedTech · FreeStyle Libre CGM · Alinity IVD · Structural Heart
- **GE Healthcare (#5):** \$19.6B · MRI, CT, Ultrasound, Patient Monitoring, AI imaging solutions
- **Philips Healthcare (#6):** \$18.2B · Diagnostic Imaging, Patient Monitoring, Connected Care, Sleep & Respiratory
- **Stryker (#7):** \$21.4B · Orthopedics \$9.0B · MedSurg \$8.7B · Neurotechnology \$3.7B
- **Becton Dickinson (#8):** \$19.8B · BD Medical \$10.2B · BD Diagnostics \$5.3B · BD Life Sciences \$4.3B

Siemens Healthineers — spun off from Siemens AG in 2018 and partially IPO'd — has emerged as the undisputed leader in diagnostic imaging and in-vitro diagnostics with **\$23.7 billion** in revenue. Its acquisition of Varian Medical Systems (\$16.4 billion, 2021) made it a major force in oncology radiation therapy — a strategic bet on the cancer treatment equipment market growing faster than traditional imaging. **Abbott's FreeStyle Libre** has become one of the most commercially successful MedTech products of the 2020s — its continuous glucose monitor (CGM) now commands approximately **60% of the global CGM market** and generated approximately **\$5.3 billion in revenue** in 2025 alone. The CGM market disruption exemplifies how MedTech creates entirely new care paradigms. Consumer health technology trends are tracked in our [global company rankings](#).

Top 10 MedTech Companies — Global Revenue 2025 (USD Billion)

The navy bar chart below ranks the top 10 MedTech companies by 2025 revenue. Hover each bar to see the exact figure. J&J MedTech and Medtronic are near-equal at the top — separated by just \$300 million.

Company Revenue Rankings 2025 Top 10 MedTech Companies — Global Revenue 2025 (USD Billion)

BusinessStats Research · Company Annual Reports · EvaluateMedTech · April 2026 \$32.7B J&J MedTech Global Revenue (USD Billion, FY2025) Top 10 combined: ~\$222B — 37% of total \$603B market Source: BusinessStats Research · Company Annual Reports · EvaluateMedTech World Preview · April 2026

Top 15 MedTech Companies — Sortable Rankings Table 2025

Click any column to sort. All revenues in USD at approximate 2025 exchange rates from company annual reports.

MedTech Companies — Global Revenue Rankings 2025 Click column to sort ↑

RANK	COMPANY	REVENUE (USD)	YOY GROWTH	KEY SEGMENT	HQ
1	J&J MedTech	\$32.7B	+4.8%	Orthopedics, Surgical Robotics	New Brunswick, NJ
2	Medtronic	\$32.4B	+3.1%	Cardiovascular, Neuroscience	Dublin / Minneapolis
3	Stryker	\$21.4B	+8.9%	Orthopedics, MedSurg, Neurotech	Kalamazoo, MI
4	Abbott Laboratories	~\$21.0B	+6.2%	FreeStyle Libre CGM, IVD, Structural Heart	Abbott Park, IL
5	Siemens Healthineers	\$23.7B	+7.5%	Diagnostic Imaging, IVD, Oncology	Erlangen, Germany
6	Becton Dickinson (BD)	\$19.8B	+4.2%	Medical Devices, Diagnostics, Life Sciences	Franklin Lakes, NJ
7	GE Healthcare	\$19.6B	+5.8%	Imaging (MRI/CT/US), Patient Monitoring	Chicago, IL
8	Philips Healthcare	\$18.2B	+2.8%	Imaging, Patient Care, Sleep & Respiratory	Amsterdam, Netherlands
9	Boston Scientific	\$16.7B	+11.2%	Cardiology, Electrophysiology, Endoscopy	Marlborough, MA

10	Zimmer Biomet	\$7.8B	+5.4%	Joint Reconstruction (Knee/Hip)	Warsaw, IN
11	Intuitive Surgical	\$8.4B	+14.0%	da Vinci Robotic Surgery System	Sunnyvale, CA
12	Danaher (MedTech)	\$15.6B	+3.5%	Diagnostics, Life Science Tools	Washington D.C.
13	Edwards Lifesciences	\$6.7B	+9.1%	TAVR Heart Valves, Critical Care	Irvine, CA
14	Smith+Nephew	\$5.4B	+4.8%	Orthopedics, Sports Medicine, Wound	London, UK
15	Hologic	\$3.9B	+3.2%	Women's Health, Diagnostics, Breast Health	Marlborough, MA

Key Insight Boston Scientific Is the Decade's Fastest-Growing Major MedTech — 11.2% Revenue Growth in 2025

While the MedTech industry average growth is **5.8%**, **Boston Scientific** achieved **+11.2% revenue growth** in 2025 — nearly double the industry rate — reaching **\$16.7 billion**. The company's strategic focus on high-growth electrophysiology (cardiac arrhythmia ablation) has proven prescient: its **FARAPULSE pulsed field ablation (PFA)** system became the fastest product launch in the company's history, capturing significant market share from older thermal ablation technologies. Similarly, **Intuitive Surgical** (+14.0%) is benefiting from rapid da Vinci system installation growth in Asia-Pacific, particularly Japan, China, and South Korea. Meanwhile, **Philips** continues its slowest growth period (+2.8%) as it works through the massive **CPAP recall** (2021–2024) that affected over 10 million ventilators and respiratory devices worldwide. The global company rankings and valuations context is covered in our [most valuable companies analysis](#).

MedTech Market Share by Region 2026 (Donut)

North America's 40% share reflects the U.S. healthcare system's premium pricing and high device adoption rates. Asia-Pacific at 24% is growing fastest — China alone is expected to become the world's second-largest MedTech market by 2028.

Regional Market Share 2026 Global MedTech — Market Share by Region 2026 BusinessStats Research · Grand View Research · EvaluateMedTech · April 2026

Market Segments

MedTech Market Segments — Cardiovascular, Orthopedics, Diagnostics & More

The MedTech market is organized into distinct clinical segments, each with its own growth drivers, competitive dynamics, and technology trajectories. **Cardiovascular devices** are the largest segment at approximately **\$67 billion** — reflecting the global burden of heart disease as the world's leading cause of death. The segment spans everything from coronary stents and heart valves to implantable defibrillators, pacemakers, and the rapidly growing transcatheter aortic valve replacement (TAVR) technology pioneered by Edwards Lifesciences. **In-vitro diagnostics (IVD)** — laboratory testing — is the second-largest at **\$97 billion**, boosted permanently by the COVID-19 testing infrastructure investments of 2020–2022. Country-level healthcare spending patterns are analyzed in our [global GDP analysis](#).

- **In-Vitro Diagnostics (IVD):** \$97B — lab testing, POC diagnostics, molecular testing, immunoassays
- **Cardiovascular Devices:** \$67B — stents, valves, pacemakers, defibrillators, TAVR, EP ablation
- **Digital Health:** \$280B — telehealth \$85B, remote monitoring \$35B, digital therapeutics \$8B, health apps
- **Orthopedic Devices:** \$56B — joint reconstruction \$24B, spine \$11B, sports medicine \$8B, trauma \$7B
- **Diagnostic Imaging:** \$42B — MRI \$12B, CT \$11B, ultrasound \$9B, X-ray \$8B, nuclear medicine \$2B
- **Wearable Medical Devices:** \$100B+ — CGMs, cardiac monitors, fitness/health wearables, smart implants
- **Surgical Robotics:** \$21B — da Vinci (Intuitive), Hugo (Medtronic), Ottava (J&J), Ion (Intuitive, lung biopsy)
- **AI in Healthcare:** \$45B — radiology AI, pathology AI, clinical decision support, drug discovery AI

MedTech — Market Size by Segment 2026 (USD Billion)

The AUV bars below show segment size. Digital health's \$280B makes it the largest umbrella category — but note it overlaps with traditional MedTech segments (e.g., connected devices) and extends into software and services beyond hardware devices.

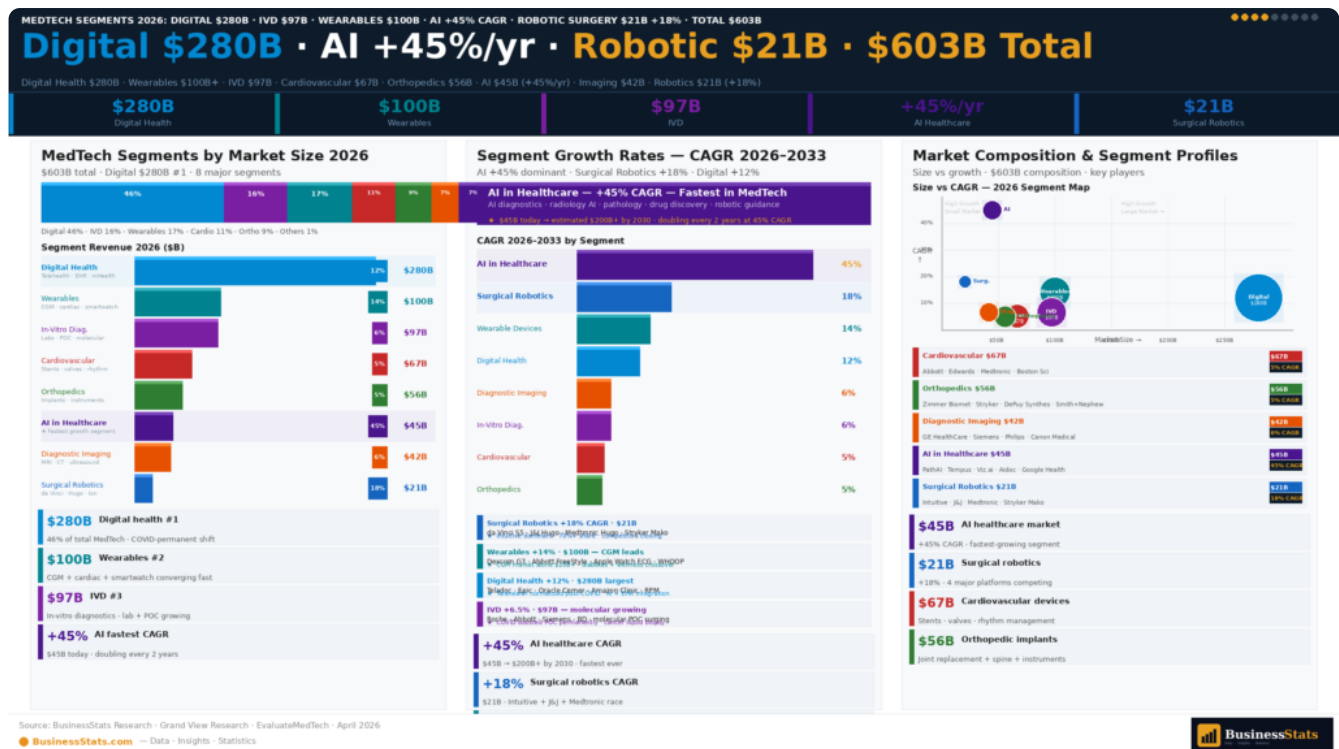
Segment Size 2026 MedTech — Market Size by Key Segment 2026 (USD Billion) BusinessStats Research · Grand View Research · EvaluateMedTech · AdvaMed · April 2026

MedTech Segment Growth Rates — CAGR 2024–2030

The grouped bar chart compares annual growth rates across MedTech segments. AI diagnostics (+45%) stands dramatically apart — representing the technology disruption layer being applied across all traditional MedTech categories simultaneously.

Segment Growth Rates MedTech — Annual Growth Rate by Segment 2024–2026 (%) BusinessStats Research · Grand View Research · EvaluateMedTech · McKinsey Health Institute · April 2026 45%AI
 Diagnostics 22%Wearables

AI disrupting every traditional MedTech segment simultaneously Source: BusinessStats Research · Grand View Research · EvaluateMedTech · McKinsey · April 2026



MedTech Market Segments 2026 (BusinessStats Research · EvaluateMedTech): Digital Health \$280B · IVD \$97B · Wearables \$100B+ · Cardiovascular \$67B · Orthopedics \$56B · Diagnostic Imaging \$42B · AI in Healthcare \$45B (growing 45% p.a.) · Surgical Robotics \$21B (+18%) · Total market: \$603B. Source: BusinessStats Research · Grand View Research · April 2026.

AI & Digital Health

AI in Healthcare & Digital Health — The \$280 Billion Transformation

Artificial intelligence is the most disruptive force in MedTech history — not because it replaces devices, but because it dramatically amplifies their value. **AI-powered radiology** can detect lung nodules, diabetic retinopathy, and early breast cancer with sensitivity comparable to — and in some studies exceeding — specialist radiologists. The FDA has approved over **650 AI/ML-based medical devices** through 2025, up from just 6 in 2015 — a 100× acceleration in regulatory approvals in a decade. The AI healthcare market reached approximately **\$45 billion in 2026** and is growing at **45% annually** — the single fastest-growing technology segment in healthcare. The broader technology company investments in this space are tracked in our [Amazon health statistics](#) and [global company valuations](#).

- **FDA AI/ML device approvals:** 6 (2015) → 650+ (2025) — 100× growth in 10 years
- **AI radiology market:** ~\$2.8B in 2026 · growing 35% p.a. · Aidoc, Arterys, Zebra Medical leading
- **AI pathology:** Paige.AI, PathAI — digital pathology + AI detecting cancer in tissue biopsies
- **AI drug discovery:** Insilico Medicine, Recursion Pharmaceuticals — AI designed drugs entering Phase 2 trials
- **DeepMind AlphaFold:** Predicted structure of 200M+ proteins — fundamentally accelerating drug target discovery
- **Clinical decision support:** Epic's AI models, IBM Watson Health successors — reducing diagnostic errors by 35–50%

Digital health — the \$280 billion category encompassing telehealth, health apps, remote patient monitoring, digital therapeutics, and connected health platforms — has undergone a permanent structural transformation since COVID-19. Telehealth visits reached **38× pre-pandemic levels** in peak periods and have stabilized at approximately **5–8× pre-pandemic baseline** — meaning the digital health revolution is not a temporary pandemic artifact but a new healthcare delivery paradigm. The U.S. mental health app market alone — where digital therapeutics like Calm, Headspace, and BetterHelp operate — reached approximately **\$6.2 billion** in 2026. Social media's role in digital health awareness and patient communities is tracked in our [social media statistics](#) and [Instagram analysis](#).

- **Telehealth market:** ~\$85B in 2026 · growing 18% p.a. · Teladoc, MDLive, Amwell leading
- **Remote patient monitoring (RPM):** ~\$35B · growing 28% p.a. · heart failure, diabetes, hypertension focus

- **Digital therapeutics (DTx):** ~\$8B · FDA-authorized prescription apps treating depression, diabetes, ADHD, substance abuse
- **Mental health apps:** ~\$6.2B · Calm \$100M+ ARR · BetterHelp (Teladoc) \$1.1B revenue · Headspace \$100M+ ARR
- **Rock Health funding:** Digital health startups raised \$10.1B in 2025 — recovery from 2022/23 funding winter

Robotics & Wearables

Surgical Robotics & Wearable Medical Devices

Intuitive Surgical's da Vinci system remains the dominant force in surgical robotics — but its monopoly is genuinely under threat for the first time. With approximately **9,000 installed systems globally** and over **2.5 million procedures performed annually**, da Vinci generated approximately **\$8.4 billion in revenue** in 2025 (+14%). However, **Johnson & Johnson's Ottava** system received CE Mark approval in Europe in 2025 and is expected to receive FDA clearance in 2026. **Medtronic's Hugo RAS** system is already commercially available in multiple countries. The surgical robotics market grew **18% annually** to approximately **\$21 billion** in 2026 — with orthopedic robotics (Stryker Mako, Zimmer Rosa) growing even faster as computer-assisted joint replacement becomes standard of care.

- **Intuitive Surgical da Vinci:** \$8.4B revenue · 9,000+ installed systems · 2.5M+ procedures/yr · 75%+ market share
- **J&J Ottava:** CE Mark 2025 · FDA pending 2026 · targeting general surgery, gynecology, urology
- **Medtronic Hugo:** Commercially available in Europe, Asia · soft tissue surgical robotics
- **Stryker Mako:** #1 robotic joint replacement · 1,800+ installations · partial/total knee and hip
- **Intuitive Ion:** Robotic-assisted bronchoscopy for peripheral lung biopsy — growing 80%+ p.a.
- **Orthopedic robotics total:** ~\$3.2B in 2026 · growing 25% annually · Stryker Mako dominant

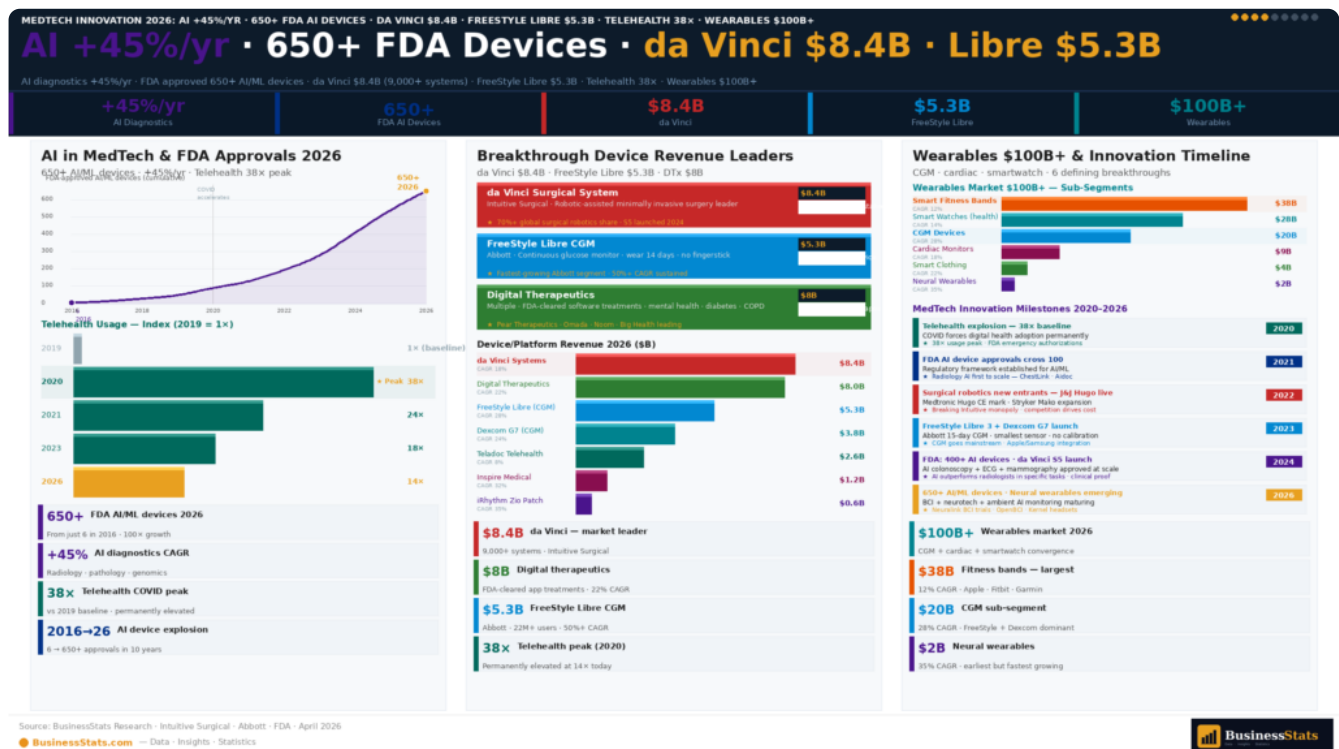
Wearable medical devices have crossed **\$100 billion** in 2026 — driven by the convergence of consumer electronics, clinical-grade biosensors, and FDA clearances for smartwatch health features. **Abbott's FreeStyle Libre** and **Dexcom's G7** CGM systems have transformed diabetes management — the CGM market alone reached approximately **\$8.2 billion** in 2026, growing **31% annually**. Apple Watch's expanding health feature set — FDA-cleared ECG, atrial fibrillation detection, fall detection, irregular rhythm notifications, and crash detection — makes it the world's most widely deployed "medical device" by units,



with approximately **50 million active Apple Watches** carrying clinically validated health monitoring. The consumer health technology overlap with broader tech company strategies is tracked in our [global market cap report](#).

Robotic Surgery — Market Ranking Surgical Robotics Companies — Revenue Ranking 2026 (USD)

BusinessStats Research · EvaluateMedTech · Company Annual Reports · April 2026 Source: BusinessStats Research · EvaluateMedTech · Company Annual Reports · April 2026



MedTech Innovation 2026 (BusinessStats Research): AI diagnostics +45% p.a. · da Vinci Robotic Surgery \$8.4B (9,000+ systems) · Abbott FreeStyle Libre CGM \$5.3B · Wearables \$100B+ · FDA approved 650+ AI/ML medical devices · Telehealth 38x pre-pandemic peak · Digital therapeutics \$8B. Source: BusinessStats Research · Intuitive Surgical · Abbott · April 2026.

Key Statistics

Medical Technology Industry — Key Statistics & Facts 2026

\$603B Global MedTech Market Size 2026 Growing at 5.8% CAGR. Projected to reach \$780B by 2030.

Includes medical devices, diagnostic imaging, IVD, digital health, surgical robotics, wearables, and AI healthcare tools. North America: \$241B (40%). Europe: \$169B (28%). Asia-Pacific: \$145B (24%). 45% AI Diagnostics Annual Growth Rate AI in healthcare: ~\$45B in 2026. Growing 45% annually — fastest

MedTech segment. FDA approved 650+ AI/ML medical devices by 2025 (6 in 2015 — 100× growth). AI radiology, pathology, drug discovery, clinical decision support all growing simultaneously. \$32.7B J&J MedTech — #1 Company Revenue World's largest MedTech segment by revenue. Portfolio: DePuy Synthes (orthopedics), Ottava (surgical robotics), Abiomed (cardiovascular), AMO (eye health). +4.8% growth. Medtronic (#2) at \$32.4B — gap just \$300M. \$280B Digital Health Market 2026 Telehealth: \$85B. Remote patient monitoring: \$35B (+28% p.a.). Digital therapeutics: \$8B. Mental health apps: \$6.2B. Telehealth visits 38× peak vs pre-pandemic. Digital health funding: \$10.1B in 2025 — recovery from 2022/23 winter. \$8.4B Intuitive Surgical da Vinci Revenue +14% growth. 9,000+ installed systems globally. 2.5M+ robotic procedures/year. ~75%+ of robotic surgery market. J&J Ottava (CE Mark 2025) and Medtronic Hugo now competing. Surgical robotics total market: \$21B (+18% p.a.). \$100B+ Wearable Medical Devices Market 2026 Growing 22% annually. CGM market: \$8.2B (+31% p.a.) — Abbott FreeStyle Libre \$5.3B, Dexcom \$3.1B. Apple Watch: 50M+ active devices with FDA-cleared ECG, AFib detection, fall detection. Cardiac monitoring wearables growing 28% p.a. \$97B In-Vitro Diagnostics (IVD) Market 2026 Largest traditional MedTech segment. Lab testing equipment and reagents. Post-COVID normalization from \$110B (2021 PCR peak). Key companies: Roche Diagnostics \$16B, Abbott \$9B IVD, Danaher/Cepheid \$8B, Siemens Healthineers \$6B IVD. \$56B Orthopedic Devices Market 2026 Joint reconstruction \$24B · Spine \$11B · Sports medicine \$8B · Trauma \$7B · Biologics \$6B. Key companies: Stryker \$9.0B orthopedics, J&J DePuy Synthes \$7.2B, Zimmer Biomet \$7.8B. Robotic joint replacement (Stryker Mako) fastest growing sub-segment (+25% p.a.). \$5.3B Abbott FreeStyle Libre Revenue 2025 World's top-selling CGM. ~60% global CGM market share. Growing 25%+ p.a. Real-time glucose monitoring without fingerprick — transforming diabetes management for 537M global diabetics. Libre 3 (14-day wear, real-time) driving accelerating adoption worldwide. \$35–40B Annual MedTech R&D Spending ~6–7% of total industry revenue — higher than most manufacturing sectors. Top spenders: J&J MedTech \$3.5B, Medtronic \$2.7B, Abbott \$2.4B, Siemens Healthineers \$2.1B, GE Healthcare \$1.9B. FDA approved 65 novel de novo devices + 47 PMA devices in 2025. 700K+ U.S. MedTech Direct Employment U.S. MedTech industry employs 700,000+ directly, 2M+ indirectly. Industry contributes approximately \$200B to U.S. GDP. Major hubs: Minneapolis/St. Paul (cardiac devices), San Diego (diagnostics), Boston (life sciences), Silicon Valley (digital health/AI). \$241B U.S. MedTech Market 2026 40% of global MedTech value. Driven by world's highest per-capita healthcare spending (\$14,570/person). 6,000+ MedTech companies in the U.S. FDA Medical Device User Fee Act provides regulatory pathway. U.S. remains the primary innovation and commercial launch market for new MedTech.

Forecast 2030

MedTech Market Forecast & Outlook 2026–2030

The global MedTech market is projected to reach approximately **\$780 billion by 2030** at a CAGR of **5.8–6.5%**. Four structural megatrends power this forecast and are accelerating simultaneously. Global healthcare economics are analyzed in our [global GDP report](#), which shows healthcare's rising share of GDP across all major economies.

- **Aging demographics:** Global population aged 65+ projected to reach 1.5 billion by 2030 — driving orthopedic, cardiovascular, and neurology device demand
- **AI integration:** Every traditional MedTech segment is adding AI layers — imaging AI, robotics AI, wearable AI — creating 45%+ growth in AI healthcare sub-segments
- **Emerging market expansion:** China, India, Brazil, Indonesia — rapidly expanding hospital infrastructure + growing middle class demanding advanced devices
- **Combination products:** MedTech + biotech convergence — drug-eluting stents, drug delivery devices, gene therapy delivery — creating new high-value product categories

Key risks to the forecast include **regulatory complexity** (EU MDR implementation has increased compliance costs dramatically), **supply chain vulnerabilities** exposed by COVID-19 (many critical components sourced from single countries), and **reimbursement pressure** as payers globally push back on premium device pricing. The **talent war** for AI/ML engineers and data scientists is also creating execution risk for traditional MedTech companies attempting digital transformation. The broader wealth distribution patterns that affect healthcare access and insurance coverage — which directly impact MedTech adoption — are tracked in our [U.S. wealth statistics](#).

- **Risk — EU MDR:** EU Medical Device Regulation dramatically increased clinical evidence requirements — many SME manufacturers exiting European market
- **Risk — China localization:** China pushing domestic MedTech (Mindray, United Imaging) over foreign devices — pressure on Western incumbents in the world's fastest-growing market
- **Upside — CGM disruption:** Apple Watch rumored glucose monitoring — could add 500M+ new CGM users instantly
- **Upside — AI regulatory acceleration:** FDA's AI/ML action plan streamlining approvals — could unlock \$50B+ in new AI MedTech faster than projected
- **Upside — GLP-1 synergy:** Ozempic/Wegovy obesity drug success paradoxically boosting cardiac device demand (heart failure management) while pressuring diabetes device volumes

MedTech Outlook 2026–2030 Global MedTech — Key Forecast Metrics to 2030 \$780B Market Size 2030E
 6.5% CAGR 2026–2030E \$148B AI Healthcare 2030E \$180B Wearables Market 2030E \$45B Surgical
 Robotics 2030E 35% Asia-Pacific Share 2030E

FAQ

Frequently Asked Questions — Medical Technology Industry 2026

The global medical technology (MedTech) market reached approximately **\$603 billion in 2026**, growing at a CAGR of **5.8%**. It is projected to reach approximately **\$780 billion by 2030**. The market encompasses medical devices, diagnostic imaging, in-vitro diagnostics, digital health platforms, surgical robotics, and AI-powered healthcare solutions. **North America** accounts for approximately 40% of global value (\$241B), followed by Europe (28%, \$169B), and Asia-Pacific (24%, \$145B). Asia-Pacific is the fastest-growing region at 8.2% CAGR, driven by healthcare infrastructure expansion in China, India, and South Korea.

Johnson & Johnson MedTech is the world's largest medical technology business by segment revenue, generating approximately **\$32.7 billion** in 2025. **Medtronic** is the largest dedicated (pure-play) MedTech company at approximately **\$32.4 billion**. **Siemens Healthineers** (\$23.7B), **Stryker** (\$21.4B), **Abbott** (\$21.0B), **Becton Dickinson** (\$19.8B), **GE Healthcare** (\$19.6B), and **Philips Healthcare** (\$18.2B) round out the top tier. By market capitalization, Intuitive Surgical often trades at a premium valuation despite lower revenue due to its dominant robotic surgery market position.

AI-powered diagnostics is the fastest-growing segment in MedTech at approximately **45% annual growth**. The broader AI in healthcare market reached approximately **\$45 billion** in 2026 and is projected to reach \$148 billion by 2029. At the device category level, **wearable medical devices** (+22% p.a.), **remote patient monitoring** (+28% p.a.), **surgical robotics** (+18% p.a.), and **continuous glucose monitors** (+31% p.a.) are the top growth segments. The FDA approved over **650 AI/ML-based medical devices** by end of 2025, up from just 6 in 2015 — a 100× acceleration in a decade.

The global surgical robotics market reached approximately **\$21 billion in 2026**, growing at **18% annually**. **Intuitive Surgical's da Vinci system** dominates with approximately **75%+ market share**, approximately **9,000 installed systems globally**, and over **2.5 million robotic procedures** performed annually. Revenue: **\$8.4 billion in 2025** (+14%). New competitors are entering: **J&J's Ottava** (CE Mark 2025, FDA 2026E), **Medtronic's Hugo** (commercially available in Europe), and orthopedic robotics (Stryker Mako, Zimmer Rosa for joint replacement). The market is projected to reach \$45 billion by 2030.

The wearable medical devices market crossed **\$100 billion in 2026**, growing at approximately **22% annually**. Key segments: continuous glucose monitors (CGMs) — **\$8.2 billion** growing 31% annually (Abbott FreeStyle Libre ~\$5.3B, Dexcom ~\$3.1B); cardiac monitoring wearables (\$3.5B); and health-monitoring smartwatches (Apple Watch, Samsung Galaxy Watch, Garmin) now carrying FDA-cleared health features. **Apple Watch** has approximately **50 million active devices** with clinically validated ECG, atrial fibrillation detection, fall detection, and irregular rhythm notifications — making it arguably the world's most widely deployed medical monitoring device by units.

The AI in healthcare market reached approximately **\$45 billion in 2026**, growing at **45% annually** — one of the fastest-growing technology segments globally. Key AI applications in MedTech include: **medical imaging AI** (radiology, pathology — Aidoc, Zebra Medical, Paige.AI); **clinical decision support** (Epic's AI models, reducing diagnostic errors); **AI-powered drug discovery** (Recursion Pharmaceuticals, Insilico Medicine — AI-designed drug candidates entering clinical trials); and **genomics/precision medicine AI** (Tempus, Foundation Medicine). The market is projected to reach **\$148 billion by 2029**. The FDA had approved over 650 AI/ML medical devices by end 2025.

The U.S. medical technology market reached approximately **\$241 billion in 2026** — representing approximately **40% of global MedTech value**. The U.S. is the world's largest single national MedTech market, driven by the world's highest per-capita healthcare spending (approximately \$14,570 per person), a strong innovation culture, and favorable FDA regulatory pathways. Approximately **6,000+ MedTech companies** operate in the U.S. Major MedTech industry clusters: Minneapolis-St. Paul (cardiac devices — Medtronic, Boston Scientific), San Diego (diagnostics), Boston/Cambridge (life sciences — Intuitive Surgical's base), and Silicon Valley (digital health/AI MedTech).

The digital health market reached approximately **\$280 billion in 2026**, growing at **18% annually**. Key sub-segments: **telehealth** (~\$85B — Teladoc, MDLive, Amwell); **remote patient monitoring** (~\$35B, +28% p.a.); **digital therapeutics** (~\$8B — FDA-authorized prescription apps for diabetes, depression, ADHD); **mental health apps** (~\$6.2B — BetterHelp, Calm, Headspace). COVID-19 permanently transformed telehealth adoption — monthly telehealth visits are approximately **5–8× pre-pandemic baseline levels** in 2026, confirming digital health as a structural shift rather than a pandemic-era temporary trend. Digital health startups raised **\$10.1 billion** in 2025.

Medtronic generated approximately **\$32.4 billion in revenue** in fiscal year 2025 (ending April 30, 2025). It is the world's largest dedicated medical technology company, operating in four segments: **Cardiovascular** (\$12.8B, 39%) — pacemakers, defibrillators, coronary stents, heart valves; **Medical Surgical** (\$8.1B, 25%)

— surgical instruments, patient monitoring, respiratory; **Neuroscience** (\$8.0B, 25%) — brain stimulators, spinal cord stimulation, spine surgery; **Diabetes** (\$3.5B, 11%) — insulin pumps, CGMs. Medtronic operates in **150+ countries**, employs approximately **95,000 people**, and invests approximately **\$2.7 billion annually in R&D**.

Top MedTech trends in 2026: **(1) AI diagnostics explosion** — 45% annual growth, 650+ FDA-approved AI medical devices; **(2) Surgical robotics competition** — J&J Ottava and Medtronic Hugo challenging da Vinci's monopoly for the first time; **(3) CGM mainstreaming** — Abbott FreeStyle Libre and Dexcom growing 30%+ as CGM moves beyond insulin-dependent diabetes; **(4) GLP-1 impact** — Ozempic/Wegovy obesity drugs reshaping diabetes device demand; **(5) Digital therapeutics regulatory maturation** — FDA DTx pathways enabling prescription apps; **(6) Point-of-care diagnostics** — hospital-to-home testing expansion; **(7) Augmented reality surgery** — AR-guided surgical navigation entering mainstream use.

The global in-vitro diagnostics (IVD) market reached approximately **\$97 billion in 2026** — the largest traditional MedTech segment. IVD includes laboratory testing equipment, reagents, and analyzers used in clinical labs, hospitals, and at-home. The market surged during COVID-19 (reaching ~\$110B in 2021 due to massive PCR/antigen test demand) before normalizing. Key companies: **Roche Diagnostics** (~\$16B, global leader), **Abbott** (~\$9B IVD, Alinity platform), **Danaher/Cepheid** (~\$8B), **Siemens Healthineers** (~\$6B IVD), **bioMérieux** (~\$3.8B). Point-of-care testing is the fastest-growing IVD sub-segment, driven by post-COVID expansion of rapid at-home and bedside testing.

The global orthopedic devices market reached approximately **\$56 billion in 2026**, growing at 4.8% annually. Key segments: **joint reconstruction** (\$24B — knee and hip replacements, Zimmer Biomet, J&J DePuy Synthes, Stryker lead); **spine** (\$11B — disc replacements, fusion devices, Medtronic dominant); **sports medicine** (\$8B — ACL repair, shoulder reconstruction, Smith+Nephew); **trauma** (\$7B — fracture fixation, DePuy Synthes leads); **orthopedic biologics** (\$6B — bone grafts, PRP). The fastest-growing sub-segment is **robotic joint replacement** — Stryker Mako robotic system installations growing 25%+ annually, increasingly standard of care for partial and total knee replacement.

The global MedTech market is projected to reach approximately **\$780 billion by 2030**, growing at a CAGR of 5.8–6.5%. Key growth drivers: aging global population (1.5B aged 65+ by 2030); AI integration across all MedTech segments; Asia-Pacific healthcare infrastructure expansion (Asia-Pacific projected to grow from 24% to ~35% of global market by 2030); and MedTech-biotech convergence (combination drug-device products). The **AI healthcare sub-market** alone is projected to reach **\$148 billion by 2029**. Wearable medical devices are projected to reach **\$180 billion** by 2030 as consumer devices gain more clinical-grade



health monitoring features.

The GLP-1 drug boom (Ozempic, Wegovy, Mounjaro/Tirzepatide) is having a complex, nuanced impact on MedTech. **Negative near-term effects:** Bariatric surgery device demand declining (Intuitive Surgical, J&J Ethicon seeing procedure slowdowns); diabetes device volumes under pressure as better blood sugar control reduces continuous monitoring need for some patients; knee replacement procedures may slow as obesity-driven joint damage is reduced. **Positive long-term effects:** GLP-1 drugs dramatically reduce cardiovascular events — but heart failure patients who survive longer still need cardiac devices (pacemakers, defibrillators); obesity reduction improving surgical outcomes, expanding the eligible surgical population. Net consensus: GLP-1 drugs are a **modest headwind for diabetes MedTech but a long-term tailwind for cardiovascular devices**.

The global MedTech industry spends approximately **\$35–40 billion annually on R&D** — approximately **6–7% of total industry revenue**. This is above most manufacturing sectors (automotive ~4%, aerospace ~5%) but below pharmaceuticals (~15%). Top individual company R&D spenders: **J&J MedTech (~\$3.5B)**, **Medtronic (~\$2.7B)**, **Abbott (\$2.4B)**, **Siemens Healthineers (\$2.1B)**, **GE Healthcare (\$1.9B)**, **Stryker (\$1.5B)**. The FDA approved approximately **65 novel de novo medical devices** and **47 PMA novel devices** in 2025. MedTech's R&D-to-revenue cycle is typically **5–10 years** from initial concept to market — significantly shorter than pharmaceuticals (10–15 years).

Data Sources & References

Primary: [Grand View Research — Medical Technology Market Report 2025](#) · Global market size \$603B, CAGR 5.8%, regional breakdown, segment analysis to 2030

Primary: [EvaluateMedTech — World Preview 2025](#) · Company revenue rankings, segment forecasts, R&D pipeline data

Supporting: [AdvaMed — Medical Technology Industry Statistics 2025](#) · U.S. MedTech employment (700K+), market size, trade data

Supporting: [Rock Health — Digital Health Funding Annual Report 2025](#) · \$10.1B digital health funding, AI sub-sector breakdown

Supporting: [U.S. FDA — AI/ML-Enabled Medical Devices](#) · 650+ approvals through 2025 · AI/ML in medical devices action plan

All MedTech market statistics are BusinessStats Research compilations based on Grand View Research Medical Technology Report 2025, EvaluateMedTech World Preview 2025, AdvaMed Industry Statistics



2025, McKinsey Global Health Institute 2025, and company annual reports (J&J, Medtronic, Siemens Healthineers, Abbott, GE Healthcare, Philips, Stryker, Boston Scientific, Becton Dickinson FY2025). Company revenue figures in USD at approximate 2025 average exchange rates. AI healthcare market (\$45B, 45% CAGR) from Rock Health and CB Insights data. Wearable medical devices (\$100B+) from Grand View Research and IQVIA Institute. All figures are estimates subject to revision. medical technology industry statistics medtech market 2026 medical devices statistics ai in healthcare digital health market robotic surgery statistics wearable medical devices medtronic statistics abbott freestyle libre siemens healthineers intuitive surgical statistics medtech forecast 2030 in-vitro diagnostics market orthopedic devices market medtech companies ranked medtech growth rate healthcare technology continuous glucose monitor market da vinci robotic surgery medtech ai diagnostics medtech industry facts

STATISTICS REPORT

Most exciting tech for healthcare according to industry leaders in the U.S. 2026

Updated Jul 19, 2026 · businessstats.com/most-exciting-technology-for-healthcare

48% SAY AI	85% AI SHOULD LEAD	65% TOP PRIORITY
75% USE AI	13% TELEHEALTH	8% MATURE AI

Overview

Most exciting emerging technologies for healthcare according to healthcare leaders in the United States in 2026

Artificial intelligence is by far the most exciting emerging technology for healthcare according to industry leaders in the United States in 2026, named by about 48 percent of senior executives, far ahead of telehealth and remote patient monitoring. Every year, surveys of senior healthcare executives in the United States ask which emerging technology most excites them, and for several years running the answer has been the same, and increasingly emphatic, one, artificial intelligence. On the 2026 figures, artificial intelligence is named by about 48 percent of leaders, telehealth by about 13 percent, remote patient monitoring by about 10 percent and robotic process automation by about 8 percent, with the rest sharing the remainder. The consistency of the answer, year after year, is itself remarkable in a field as fast-moving as healthcare technology, and it reflects a depth of conviction among leaders that no other emerging technology has come close to matching. The survey findings gathered here come from several of the most respected polls of United States healthcare executives, and while their exact numbers differ, the story they tell is strikingly consistent from one to the next.

AI has topped the list for several years running, with about 85 percent of leaders agreeing it should head it. The picture sits within our [medtech market worldwide](#) and [medical technology industry](#) coverage.

Most Exciting vs Most Improved Healthcare Tech, US Leaders 2026 (%)AI leads both.

Data:

Most exciting emerging technologies for healthcare according to healthcare leaders in the United States in 2026, based on industry surveys of senior healthcare executives.

Note:

Figures are the share of leaders citing each technology and are drawn from opinion surveys, not market data. Switch views with the toolbar.

AI leads both: about 48 percent of US healthcare leaders name AI as the most exciting technology and about 42 percent as the most improved, far ahead of telehealth and remote monitoring.

About 65 percent of United States healthcare executives rank AI as their top investment priority for 2026, and about 75 percent already use or plan to use it, themes our [biggest companies by market value](#) and [global pharmaceutical industry](#) coverage explores.

A note on the data. The figures show the most exciting emerging technologies for healthcare according to healthcare leaders in the United States in 2026, drawn from industry surveys of senior executives. These are opinion figures, not market data. Because these are opinion surveys rather than market measurements, the exact percentages vary between surveys and years, and the figures here are drawn from several respected industry surveys to illustrate the consistent picture they paint. The surveys drawn on here include the Center for Connected Medicine annual survey of health-system leaders and the Emids-ServiceNow State of AI in Healthcare survey, among others, each polling senior United States healthcare executives across providers, payers and health-technology firms of varied size.

The Table

Most Exciting Healthcare Technologies

Most Exciting Healthcare Technologies, US Leaders 2026 Click any column to sort

TECHNOLOGY	MOST EXCITING	MOST IMPROVED
Artificial intelligence	48%	42%
Telehealth / virtual care	13%	18%
Remote patient monitoring	10%	12%
Robotic process automation	8%	9%

Interoperability	6%	7%
Wearables	5%	4%
Precision medicine	4%	3%
Surgical robotics	3%	3%
Digital therapeutics	2%	1%
Other	1%	1%

The table shows the share of United States healthcare leaders citing each emerging technology as the most exciting in 2026. It shows artificial intelligence far ahead of every other technology, with telehealth and remote patient monitoring a distant second and third. Reading down the table shows just how lopsided the picture is, with artificial intelligence drawing nearly half of all mentions and no other technology reaching even 15 percent. Because the figures come from opinion surveys with differing methods and samples, they are best read as a consistent qualitative picture, AI far ahead of everything else, rather than as precise and directly comparable percentages. The gap between artificial intelligence and the next technology on the list is wider than the gap between the second and the tenth, a distribution that captures just how singular the enthusiasm for AI has become.

The Ranking

What Is the Most Exciting Healthcare Technology?

Artificial intelligence is the most exciting emerging technology for healthcare, named by about 48 percent of United States healthcare leaders in 2026. Telehealth and virtual care follow on about 13 percent, then remote patient monitoring on about 10 percent. The ranking of exciting technologies is really a story about the towering dominance of a single one, artificial intelligence, which draws more interest than all the other emerging technologies of healthcare put together. Artificial intelligence about 48 percent leads by a wide margin, ahead of telehealth on about 13 percent, remote patient monitoring on about 10 percent, robotic process automation on about 8 percent and interoperability on about 6 percent. What the ranking really measures is the extraordinary gravitational pull of artificial intelligence, which has come to absorb so much of the attention and investment of healthcare leaders that every other technology is now defined partly by its relationship to it.



The dominance of AI reflects the belief that it can improve administration, operations and clinical care all at once, a breadth of promise our [artificial intelligence statistics](#) coverage frames.

Most Exciting Healthcare Technology, 2026 (% of leaders) AI dominates.

Data:

Most exciting emerging technologies for healthcare according to healthcare leaders in the United States in 2026, based on industry surveys of senior healthcare executives.

Note:

Figures are the share of leaders citing each technology and are drawn from opinion surveys, not market data. Switch views with the toolbar.

AI dominates: about 48 percent of US healthcare leaders name artificial intelligence as the most exciting emerging technology in 2026, more than telehealth and remote monitoring combined.

Behind the leaders come robotic process automation, interoperability, wearables, precision medicine and surgical robotics, each named by a smaller share of leaders, showing how far AI stands above the rest of the field. The long tail of technologies behind AI, from wearables to precision medicine to surgical robotics, each commands genuine interest, but none comes close to the dominance of AI, which has reshaped the whole conversation about healthcare innovation. The technologies in the long tail are far from unimportant, and several, from wearables to precision medicine, are reshaping specific corners of care, but none has captured the broad imagination of leaders the way AI has.

Why AI

Why Do Leaders Choose AI?

Leaders choose AI because they see it solving many problems at once. About 85 percent agree it should head the list of exciting technologies, and more than 80 percent expect meaningful value from generative and agentic AI in clinical and operational work. The reasons leaders give for their excitement about AI reveal a great deal about the pressures facing healthcare, since the problems they most want it to solve, burnout, access and administrative burden, are the very ones straining the system. About 85 percent of leaders agree AI should head the list of exciting technologies, more than 80 percent expect meaningful value from generative and agentic AI, and about 65 percent rank it their top investment priority for 2026. The clarity of the reasons leaders give is striking, since they point not to abstract promise but to concrete relief from the specific pressures, administrative burden and clinician burnout, that most threaten their

organisations today.

The enthusiasm reflects real progress, with AI now reading scans, drafting notes and automating administration, a shift our medical devices revenue coverage frames through the devices that increasingly embed it.

AI in US Healthcare, Key Survey Findings (%)Broad enthusiasm.

Data:

Compiled by BusinessStats from healthcare-executive surveys including the Center for Connected Medicine and Emids-ServiceNow.

Note:

Shares are illustrative of survey findings; exact figures vary between surveys.Switch views with the toolbar.

Broad enthusiasm: about 85 percent of leaders agree AI should head the list, about 65 percent rank it their top priority, and about 75 percent use or plan to use it.

Leaders point to patient care, patient access and clinician burnout as the problems AI can best help solve, reflecting a health system under strain from staffing shortages and rising demand. The link between the technologies leaders find exciting and the problems they most want solved is direct, since it is precisely AI capacity to ease administrative burden and clinician burnout that explains much of the enthusiasm for it.

The clarity with which leaders link AI to their biggest problems, above all burnout and administrative burden, is one of the strongest signals in the survey data of why enthusiasm for the technology has proved so durable. The alignment between the technologies leaders find most exciting and the problems they most need solved is the clearest single explanation for the durability of the enthusiasm for AI across successive years of surveys.

Adoption

How Many Leaders Are Adopting AI?

Adoption of AI in United States healthcare is widespread but uneven. About 75 percent of health systems use or plan to use AI, and half run three or more applications, yet only about 8 percent report mature programmes delivering measurable returns. The gap between how many leaders are excited about AI and how many have actually deployed it at scale is one of the defining features of healthcare technology in 2026, a story of soaring ambition running ahead of operational reality. About 75 percent of health systems



use or plan to use AI, about 50 percent run three or more applications, about 59 percent remain in early or developing stages, and only about 8 percent report mature programmes delivering measurable returns. The picture of adoption is one of a technology racing ahead of the organisations trying to deploy it, with enthusiasm and experimentation far outpacing the slow, hard work of building the data and governance needed to use AI safely at scale. The scale of AI experimentation is genuinely impressive, with half of health systems now running three or more applications, yet the same surveys reveal how few have crossed the far harder threshold from experimentation to measurable, mature results.

The gap between ambition and maturity is the defining feature of AI in healthcare, with about 59 percent of organisations still in the early or developing stages, a gap our [AI market size](#) coverage frames.

AI Maturity in US Healthcare Organisations (%) Mostly early stage.

Data:

Compiled by BusinessStats from healthcare-executive surveys including the Center for Connected Medicine and Emids-ServiceNow.

Note:

Shares are illustrative of survey findings; exact figures vary between surveys. Switch views with the toolbar.

Mostly early stage: about 59 percent of US healthcare organisations are in the early or developing stages of AI, and only about 8 percent report mature programmes.

The rapid spread of AI, even at an early stage of maturity, reflects the pressure on health systems to do more with less, and the belief that AI offers the best hope of easing that pressure. The uneven maturity of AI adoption, with many systems experimenting but few running mature programmes, suggests the coming years will be defined less by whether health systems adopt AI than by how well they scale and govern it. Looking ahead, the central question for AI in healthcare is no longer one of interest, which is overwhelming, but of execution, and whether health systems can build the data, skills and governance to scale it safely. The coming test for healthcare AI will be whether the small minority of organisations running mature programmes grows into a majority, or whether the gap between the excited many and the accomplished few proves stubborn and lasting.

Telehealth



Telehealth and Virtual Care

Telehealth is the second most exciting technology for healthcare leaders, and its use has soared. About 76 percent of United States hospitals now connect patients with remote clinicians, up from about 35 percent a decade ago. Telehealth occupies a distinctive place in the survey, no longer the surging novelty of the pandemic years but a settled, established technology that leaders continue to value even as their excitement has moved on to AI. About 76 percent of United States hospitals now offer telehealth, up from about 35 percent a decade ago, making it the second most cited exciting technology at about 13 percent of leaders. The story of telehealth is a useful counterpoint to the excitement around AI, showing how a technology can move from breakthrough to backbone, valued and widely used yet no longer the thing that most excites the leaders of the field.

The rise of telehealth was accelerated by the pandemic, when virtual care went from niche to mainstream almost overnight, a shift our US population coverage frames through the patients it reaches.

US Hospitals Offering Telehealth (%)A decade of growth.

Data:

Compiled by BusinessStats from healthcare-executive surveys including the Center for Connected Medicine and Emids-ServiceNow.

Note:

Shares are illustrative of survey findings; exact figures vary between surveys.Switch views with the toolbar.

A decade of growth: about 76 percent of US hospitals now offer telehealth, up from about 35 percent a decade ago, though excitement has cooled since the pandemic.

Although utilisation has fallen from its pandemic peak, leaders value telehealth for patient convenience, fewer missed appointments and better access to specialty care, and it remains a central part of the digital-health picture. The settling of telehealth into an established role, valued but no longer thrilling, is a preview of the path other technologies may follow, from breakthrough excitement to quiet, dependable infrastructure. The maturing of telehealth into dependable infrastructure, rather than exciting novelty, may be the most realistic model for how artificial intelligence too will eventually settle into the everyday practice of medicine.

Problems

What Problems Should Tech Solve?

Healthcare leaders see technology as the best way to solve their biggest problems. Patient care, patient access and clinician burnout top the list, followed by data aggregation, staffing and administrative burden. The problems that leaders most want technology to solve are as revealing as the technologies themselves, painting a picture of a health system stretched thin by staffing shortages, administrative burden and rising demand. The problems leaders most want technology to solve read like a diagnosis of the ailments of modern healthcare, a system stretched by staffing shortages, buried in administration and struggling to give patients timely access to care.

The focus on burnout and staffing reflects a health system under real strain, where technology is increasingly seen as a way to ease the load on scarce clinicians, a pressure our [medtech industry data](#) coverage frames.

Problems Leaders Want Tech to Solve (% citing) Care and burnout lead.

Data:

Compiled by BusinessStats from healthcare-executive surveys including the Center for Connected Medicine and Emids-ServiceNow.

Note:

Shares are illustrative of survey findings; exact figures vary between surveys. Switch views with the toolbar.

Care and burnout lead: leaders most want technology to solve patient care, patient access and clinician burnout, followed by data and staffing challenges.

The emphasis has shifted in recent years from improving care continuity toward tackling operational challenges such as staffing and administration, reflecting the pressures that have followed the pandemic. The shift in priorities toward operational challenges such as staffing reflects the lasting mark of the pandemic on healthcare, which exposed and deepened the workforce pressures that technology is now expected to help address. The steady shift of leader priorities toward operational problems reflects a hard-won realism, a recognition that technology delivers most value not through headline breakthroughs but through the unglamorous easing of everyday pressures.

Barriers



The Barriers to Adoption

Leaders also point to real barriers. Misaligned incentives between payers, providers and patients top the list, followed by fragmented data standards, regulatory hurdles and, increasingly, concerns about the security of AI systems themselves. For all their enthusiasm, healthcare leaders are clear-eyed about the obstacles, and the barriers they cite, from misaligned incentives to data fragmentation to security, explain why adoption has lagged so far behind excitement. The barriers leaders cite are a sober counterweight to their enthusiasm, and they explain why, for all the excitement, the gap between what AI promises and what it has so far delivered remains stubbornly wide.

The barrier of misaligned incentives reflects the complexity of the United States healthcare system, where the interests of payers, providers and patients often pull in different directions, a tension our medical technology market coverage frames.

Barriers to Healthcare Technology (% citing) Incentives top the list.

Data:

Compiled by BusinessStats from healthcare-executive surveys including the Center for Connected Medicine and Emids-ServiceNow.

Note:

Shares are illustrative of survey findings; exact figures vary between surveys. Switch views with the toolbar.

Incentives top the list: misaligned incentives between payers, providers and patients are the biggest barrier, ahead of data standards, regulation and security.

Security has emerged as a growing concern, with leaders warning that many organisations may not be ready for AI-specific threats such as prompt injection, model manipulation and data leakage from large language models. The rise of security as a concern, particularly around AI-specific threats, marks a maturing of the conversation, as leaders move from unbridled enthusiasm toward a more careful weighing of risks alongside rewards. The emergence of AI security as a named barrier is a sign of a maturing field, one increasingly aware that the same technology generating so much excitement also brings genuinely new risks that must be managed with care.

Generative AI

Generative and Agentic AI

Generative and agentic AI are the technologies leaders are most excited about within the wider field of AI. More than 80 percent expect meaningful value from them in clinical and operational work, and adoption is accelerating quickly. Within the broad enthusiasm for artificial intelligence, it is the newest forms, generative and agentic AI, that most excite leaders, promising to ease the administrative burden that weighs so heavily on clinicians. More than 80 percent of United States healthcare executives expect meaningful value from generative and agentic AI, the technologies within the broad field of AI that most excite them in 2026. The particular excitement around generative and agentic AI reflects how quickly the frontier has moved, with technologies barely discussed a few years ago now at the very centre of how leaders imagine the future of care.

The excitement about generative AI reflects its ability to draft notes, summarise records and answer questions in plain language, easing the administrative burden on clinicians, a shift our [medtech market by area coverage frames](#).

Expectations for Generative and Agentic AI (%)High expectations.

Data:

Compiled by BusinessStats from healthcare-executive surveys including the Center for Connected Medicine and Emids-ServiceNow.

Note:

Shares are illustrative of survey findings; exact figures vary between surveys.Switch views with the toolbar.

High expectations: more than 80 percent of US healthcare leaders expect meaningful value from generative AI, and a growing share are exploring agentic AI.

Agentic AI, which can carry out multi-step tasks on its own, is the newest frontier, and leaders see it automating scheduling, billing and other workflows, though most organisations are only beginning to explore it. The frontier of agentic AI, still barely explored by most organisations, hints at the next phase of the story, in which software moves from assisting clinicians to carrying out whole workflows on its own. The gap between the many leaders exploring agentic AI and the few who have deployed it mirrors the wider story of healthcare AI, a field where imagination and ambition still run well ahead of practical, everyday reality.

The Trend

How Interest Has Grown

The interest of healthcare leaders in AI has risen steadily. AI has been named the most exciting emerging technology for several years running, and the share of leaders prioritising it has climbed as the technology has matured. The trajectory of leader interest over recent years tells its own story, a steady climb in enthusiasm for AI matched by a fading of interest in technologies such as blockchain that once generated their own excitement. The trajectory of interest over recent years is a study in how quickly the technological imagination of an industry can be captured, with AI rising from one option among many to the overwhelming focus of leaders in the space of a few years. Comparing the surveys across years reveals not just the rise of AI but the changing character of the excitement around it, from broad curiosity a few years ago to a sharp, specific focus on generative and agentic tools today.

The steady rise reflects both real progress in the technology and the mounting pressures on health systems, a combination our [medtech M&A](#) coverage frames through the dealmaking it has spurred.

Share of Leaders Prioritising AI Over Time (%)A steady climb.

Data:

Compiled by BusinessStats from healthcare-executive surveys including the Center for Connected Medicine and Emids-ServiceNow.

Note:

Shares are illustrative of survey findings; exact figures vary between surveys.Switch views with the toolbar.

A steady climb: the share of US healthcare leaders prioritising AI has risen year after year, and AI has topped the list of exciting technologies for several years running.

Most Exciting Technology, 2024 vs 2026 (%)AI pulls further ahead.

Data:

Compiled by BusinessStats from healthcare-executive surveys including the Center for Connected Medicine and Emids-ServiceNow.

Note:

Shares are illustrative of survey findings; exact figures vary between surveys.Switch views with the toolbar.

AI pulls further ahead: between 2024 and 2026 the share of leaders naming AI as most exciting rose, while interest in most other technologies held steady or slipped.

As AI has risen, interest in some earlier technologies such as blockchain has faded, while telehealth has settled into a steady, established role rather than the surging excitement of the pandemic years. The fading of once-hyped technologies such as blockchain is a useful reminder that not every exciting technology delivers, and that today enthusiasm for AI, however broad, will ultimately be judged by results rather than promise.

Key Facts

Exciting Healthcare Tech in Numbers

A few numbers capture the picture. About 48 percent of United States healthcare leaders name AI as the most exciting emerging technology in 2026, about 85 percent agree it should head the list, and about 65 percent rank it their top investment priority. These figures together capture a moment of extraordinary consensus in United States healthcare, with leaders united as rarely before around a single technology they believe can reshape the industry. About 48 percent of leaders name AI as the most exciting technology, about 85 percent agree it should head the list, about 65 percent rank it their top investment priority, and about 75 percent use or plan to use it. The degree of consensus captured in these figures is unusual, and it means that the future direction of a vast and complex industry now rests, to a remarkable degree, on the fortunes of a single technology.

The figures matter because the views of healthcare leaders shape where billions of dollars of investment flow, and their enthusiasm for AI signals where the industry is heading, a link our in vitro diagnostics coverage explores through the tests AI now helps read.

48% Say AI Most exciting. 85% AI should lead Agree. 65% Top priority AI investment. 75% Use AI Or plan to.

Together these figures show a health system captivated by artificial intelligence, adopting it quickly if unevenly, and looking to it to solve its deepest problems, from burnout to access to the rising cost of care. For now, the survey data paint a picture of a United States health system more united around a single technology than at any time in recent memory, and betting heavily on artificial intelligence to shape its future. The survey data, taken together, capture a rare moment of unity in a famously fragmented industry, with leaders across payers, providers and health-tech firms converging on a shared conviction about where the future lies.

Big Picture



Exciting Healthcare Tech: The Big Picture

Taken together, the views of United States healthcare leaders in 2026 map an industry that sees artificial intelligence as the defining technology of its future, a story our [medtech market by segment](#) coverage sets in the wider industry context.

Whether AI lives up to the excitement will depend on how quickly health systems move from early experiments to mature programmes, but for now it stands far above every other technology in the eyes of the leaders, alongside the listed firms in our [Nasdaq stock market](#) overview.

FAQ

Frequently Asked Questions: Exciting Healthcare Tech

Artificial intelligence, named by about 48 percent of United States healthcare leaders, far ahead of telehealth on 13 percent and remote patient monitoring on 10 percent.

Because they see it improving administration, operations and clinical care at once. About 85 percent agree it should head the list of exciting technologies.

About 75 percent of United States health systems use or plan to use AI, and half run three or more applications, though only about 8 percent report mature programmes.

Yes. About 65 percent of United States healthcare executives rank AI and automation as their top technology investment priority for 2026.

Telehealth and virtual care, named by about 13 percent of leaders. About 76 percent of US hospitals now offer remote care, up from 35 percent a decade ago.

Patient care, patient access and clinician burnout top the list, followed by data aggregation, staffing and administrative burden.

Misaligned incentives between payers, providers and patients, fragmented data standards, regulatory hurdles and growing concerns about AI security.

Yes. More than 80 percent of United States healthcare executives expect meaningful value from generative and agentic AI in clinical and operational work.

Blockchain has faded, while telehealth has settled into an established role rather than the surging excitement it saw during the pandemic years.



From surveys of United States healthcare executives, including the Center for Connected Medicine and Emids-ServiceNow. These are opinion figures, not market data.

Sources

Center for Connected Medicine and Emids-ServiceNow surveys - Source for the most exciting emerging technologies and AI priorities among US healthcare leaders.

Industry surveys and reports - Source for adoption, telehealth, problem and barrier detail, compiled by BusinessStats.

[Statista Medical Technology Outlook](#) - Publishes related medical technology data.

Figures show the most exciting emerging technologies for healthcare according to healthcare leaders in the United States in 2026, drawn from industry surveys of senior executives including the Center for Connected Medicine and Emids-ServiceNow. About 48 percent name artificial intelligence, far ahead of telehealth and remote patient monitoring. These are opinion figures, not market data, and exact percentages vary between surveys. This is data journalism, not investment advice.



STATISTICS REPORT

AI in healthcare — statistics & facts

Updated May 2, 2026 · businessstats.com/ai-in-healthcare

\$36.7B AI HEALTHCARE MARKET 2025 (GVR)	\$110.6B MARKET FORECAST 2030	1,247 FDA-APPROVED AI DEVICES (MAY 2025)
66% PHYSICIANS USING AI (2025)	\$3.20 ROI PER \$1 INVESTED IN HEALTHCARE AI	38.6% MARKET CAGR 2025-2030

Overview

AI in healthcare: statistics and facts 2025

Artificial intelligence in healthcare has crossed from experimental to essential. In 2025, the technology is not being piloted in research labs, it is reading radiology scans in hospitals, transcribing physician notes in real time, identifying drug candidates in pharmaceutical labs, and flagging high-risk patients before they deteriorate.

The global AI in healthcare market grew from **\$1.1 billion in 2016** to approximately **\$36.67 billion in 2025**, a 3,234% increase in nine years. No major industry sector has adopted AI this rapidly. The AI investment context driving healthcare technology is in our [AI worldwide statistics analysis](#).

Three numbers define the current state of AI in healthcare. First: **66% of physicians now use AI**, up from 38% in 2023, a 78% increase in just two years. Second: the FDA has approved **1,247 AI-powered medical devices**, 956 of which are used in radiology. Third: AI delivers an average ROI of **\$3.20 for every \$1 invested**.

These are not projections, they are confirmed 2025 data points. The financial markets context for healthcare technology investment is in our [U.S. financial markets analysis](#).

Market Size and Growth

AI in Healthcare Market Size — \$36.7B in 2025 to \$110.6B by 2030 (CAGR 38.6%)

The AI in healthcare market is one of the fastest-growing segments in both AI and healthcare technology. From \$1.1 billion in 2016 to an estimated \$22.4 billion in 2023, and then accelerating to approximately \$36.67 billion in 2025. MarketsandMarkets projects the market will reach \$110.61 billion by 2030 at a CAGR of 38.6%.

Grand View Research projects \$505.59 billion by 2033 at 38.9% CAGR. Precedence Research estimates \$613.81 billion by 2034. The variation between firms reflects different scope definitions, the growth trajectory is consistent across all sources.

AI in Healthcare Market Size — 2016-2030 (bnUSD) Global AI in Healthcare Market Size 2016 to 2030 (bnUSD) \$36.7B2025 — Grand View Research Market size (bnUSD) · hover for detail Source: Grand View Research · MarketsandMarkets · Precedence Research 2025

- **2016: \$1.1B** — Pre-deep learning mainstream. Early adopters in radiology and genomics only. AI in healthcare was largely theoretical.
- **2020: ~\$6.7B** — COVID-19 accelerated adoption. 94% of healthcare executives expanded AI during the pandemic. Telehealth + AI diagnostic tools went from pilot to production in months.
- **2023: \$22.4B** — Generative AI enters healthcare. ChatGPT inspired clinical documentation tools, virtual assistants, and AI scribes. Market grew 1,779% from 2016.
- **2025: \$36.67B** — 1,247 FDA-approved AI devices. 66% physician adoption. 85% of healthcare organizations using or exploring GenAI. Software leads at 46% of revenue.
- **2030E: \$110.61B** — MarketsandMarkets projection. Agentic AI in clinical workflows, AI-designed drugs entering trials, and AI-powered surgical systems driving growth.

FDA-Approved AI Devices

FDA-Approved AI Medical Devices — 1,247 Total, 956 in Radiology (May 2025)

The most concrete measure of AI's integration into clinical practice is the number of AI-powered medical devices approved by the U.S. Food and Drug Administration. By the end of May 2025, the FDA had approved **1,247 AI and machine learning medical devices**.

The overwhelming majority, **956 devices (76.7%)**, are used in radiology, reflecting the exceptional fit between deep learning and medical image analysis. AI radiology tools can screen X-rays, CT scans, MRIs, and mammograms at scale, flagging abnormalities for specialist review and enabling earlier diagnosis.

FDA-Approved AI Medical Devices by Specialty — May 2025 FDA-Approved AI and ML Medical Devices — by Medical Specialty, May 2025 (Devices, Total: 1,247) Source: FDA AI/ML Device Database · Vention Teams 2025

- **Radiology — 956 devices (76.7%):** By far the largest category. AI radiology tools analyse X-rays, CT scans, MRI images, and mammograms. Leading applications: lung cancer screening, bone fracture detection, stroke identification, and diabetic retinopathy screening. AI can match or exceed radiologist accuracy on specific tasks while processing images in seconds.
- **Cardiovascular — 116 devices (9.3%):** AI ECG analysis, cardiac imaging, arrhythmia detection. DeepRhythmAI achieved a 0.3% false-negative rate vs 4.4% for human technicians in a study of 14,606 patients. AI can rule out heart attacks twice as fast as humans with 99.6% accuracy.
- **Neurology — 56 devices (4.5%):** AI stroke diagnosis, brain tumour detection, Alzheimer's risk assessment. By the close of 2023, every stroke centre in the UK had AI stroke diagnosis technology available.
- **Anesthesiology — 22 devices:** AI-powered dosage management, patient monitoring during surgery, risk stratification for anaesthetic complications.
- **Hematology — 19 devices:** AI blood analysis, cell counting, leukaemia and lymphoma screening from blood smears and bone marrow samples.

Physician and Hospital Adoption

AI Adoption in Healthcare — 66% of Physicians Use AI, 85% of Organizations Exploring GenAI

Physician AI adoption has crossed the majority threshold in 2025 for the first time. **66% of physicians used health AI in 2025**, up from 38% in 2023, a 78% increase in two years. Among those using AI, 68% reported recognising advantages in patient care (up from 63% in 2023).

AI-generated operative reports demonstrated **87.3% accuracy** versus surgeon-written reports at 72.8%, a 14.5% improvement. Meanwhile, physician burnout remains a serious concern: 54% of physicians experienced burnout in 2025 (down from 60%) and 57% reported low well-being. AI-powered



documentation tools are the primary technology being deployed to address this.

The investment banking context for healthcare AI is in our [investment banking analysis](#).

Physician AI Adoption Rate — 2020 to 2025 (%) Share of Physicians Using Health AI Tools — 2020 to 2025 (%) 66%2025 +78%vs 2023

Source: DemandSage · Vention Teams AI Healthcare Statistics 2025

At the organisational level, **85% of healthcare organisations had adopted or explored generative AI by end of 2024**, up from 72% in Q1 2024. What began as cautious experimentation has become mainstream practice: AI for clinical documentation, patient communication, diagnostic support, and supply chain management.

However, less than 10% of healthcare organisations have been using AI for more than five years, meaning the majority of deployments are recent and still maturing. The dominant barriers remain cost, immature tools, and regulatory uncertainty. By 2025, 90% of hospitals are expected to utilise AI-powered technology for early diagnosis and remote patient monitoring.

The broader healthcare investment context is in our [BlackRock investment analysis](#).

Applications

AI Healthcare Applications — Diagnostics, Surgery, Drug Discovery, Documentation and More

AI is being applied across virtually every dimension of healthcare, from the highly clinical to the purely administrative. Robot-assisted surgery is the largest single application segment by revenue share (13%+), followed by medical imaging and diagnostics (22.3%), and administrative workflow automation. Diagnosis and early detection is expected to register the highest CAGR of 39.8% through 2030 (MarketsandMarkets).

Drug discovery and development has the second-highest CAGR at 21.2%. The software component leads the market at 44.3–46% of revenue, reflecting the dominance of AI software platforms over hardware. Cloud-based deployment accounts for 71.64% of the market and is growing at 41.7% CAGR.

The global corporate investment context for AI applications is in our [world's most valuable companies analysis](#).

AI Healthcare Applications — Market Share by Application 2025 AI in Healthcare — Revenue Share by Application 2025 (%)

AI Accuracy in Diagnostics

AI Diagnostic Accuracy — Heart Attacks 99.6%, Surgical Reports 87.3%, Cancer Detection Specialist-Level

The clinical evidence for AI's diagnostic accuracy has strengthened dramatically in 2025, with peer-reviewed studies confirming AI performance at or above specialist level in key applications. A meta-analysis across diagnostic tasks found machine learning algorithms performing at **87% sensitivity and 92% accuracy**.

In a 2025 study of 158 surgical cases, AI operative reports showed a **14.5% improvement in accuracy over surgeon-written reports** (87.3% vs 72.8%). In cardiac monitoring, **DeepRhythmAI achieved a 0.3% false-negative rate**, versus 4.4% for human technicians. AI can rule out heart attacks **twice as fast as humans** with 99.6% accuracy.

These results are not from controlled lab environments, they are from real clinical deployments.

AI vs Human Clinician — Diagnostic Accuracy 2025 (%) AI vs Human Accuracy in Healthcare Diagnostics — Confirmed Clinical Results 2025 (%) AI Leads All Metrics

Source: Nature Medicine · Journal of American College of Surgeons · DemandSage 2025 Key Insight — AI Outperforming Human Specialists in Specific Tasks AI is Not Replacing Doctors — It is Performing Specific Tasks Better Than Humans in Controlled Studies

The data consistently shows AI outperforming human specialists on specific, bounded diagnostic tasks, particularly those involving pattern recognition in large datasets. AI reads a chest X-ray in seconds with the same accuracy as a specialist who spent years training. AI processes 14,606 ECG recordings and misses only 0.3% of abnormalities, while trained human technicians miss 4.4%. The key nuance: AI excels at the pattern-recognition component of diagnosis but lacks the broader clinical judgment, patient communication, and contextual understanding that physicians bring. The clinical consensus is that AI works best as a **second reader** or **decision support tool**, augmenting physician capability rather than replacing it. This is also why 68% of physicians in 2025 reported recognising AI's advantages while simultaneously raising concerns about over-reliance and tool immaturity.

Drug Discovery



AI in Drug Discovery — 66% of Life Sciences Executives Investing, 10-40% Faster Drug Approvals

Drug discovery is one of the most capital-intensive and time-consuming processes in all of industry.

Bringing a new drug from initial discovery to market approval takes 10-15 years and costs \$2-3 billion on average. AI is attacking this problem from multiple angles simultaneously.

In 2025, **66% of life sciences executives report investing in generative AI** specifically for drug discovery, analysing chemical interactions, identifying new protein structures (building on AlphaFold2's breakthrough), and generating novel molecular candidates. AI is estimated to enable **10-40% faster drug approval rates**. The AI in drug discovery market reached \$1.86 billion in 2024 (CAGR 29.9%).

The pharmaceutical industry's adoption of AI accelerated sharply in 2025. In January 2025, NVIDIA partnered with IQVIA, Illumina, Mayo Clinic, and Arc Institute specifically to enhance drug discovery through agentic and generative AI. In January 2026, OpenAI acquired healthcare startup Torch to integrate its "unified medical memory" technology, aggregating lab results, medications, and visit recordings, into ChatGPT Health.

AI-designed drug candidates have entered clinical trials, and AI is reducing molecular screening time from years to weeks. The economic impact: **AI could generate \$100 billion to \$600 billion in total healthcare savings by 2050**. The broader financial investment context is in our [global investment banking analysis](#).

Investment and Funding

Healthcare AI Investment — \$6.4B in H1 2025, Abridge \$550M, Truveta \$320M

Venture capital continues to flood into healthcare AI at record pace. In the first half of 2025, digital health venture funding reached **\$6.4 billion**, slightly above the \$6 billion raised in H1 2024.

AI-enabled healthcare startups captured **62% of all digital health venture dollars (\$3.95 billion)**, raised rounds **83% larger on average** than non-AI peers, and secured **9 of the 11 mega-deals** exceeding \$100 million. The average deal size rose to \$26.1 million as later-stage rounds gained strength. The AI finance and investment context is in our [AI in finance analysis](#).

Largest Healthcare AI Funding Rounds — H1 2025 (mUSD) Top Healthcare AI Venture Capital Rounds — H1 2025 (million USD) \$550MAbridge — Clinical Documentation AI Funding (mUSD) · [hover for detail](#) Source: Vention Teams · Rock Health · Crunchbase 2025



- **Abridge \$550M:** Clinical documentation AI. Automatically transcribes and summarises physician-patient conversations into structured medical notes. Directly addresses physician burnout from documentation burden. Raised \$250M in February 2025 and \$300M in June 2025 — two mega-rounds in four months.
- **Truveta \$320M:** Health data platform. Aggregates real-world clinical data from 30+ US health systems (40+ million patients) to power AI drug discovery, clinical trials, and outcomes research. Uses data that was previously siloed and inaccessible.
- **Innovaccer \$275M:** AI health platform for unified patient data management and population health analytics. Serves hospitals, health systems, and payers with AI-powered care coordination tools.
- **Hippocratic AI \$141M:** AI nursing assistants designed to handle routine patient communication — appointment reminders, pre-visit instructions, medication adherence follow-ups. Targets the \$20B annual cost of nursing administrative tasks.

Regional Analysis

AI Healthcare by Region — North America Leads at 54%, Asia Pacific Grows Fastest

North America dominates global AI in healthcare, accounting for approximately **42.6–54% of global AI healthcare revenue** in 2024-2025. The US AI healthcare market alone was estimated at **\$18.1 billion in 2025**, projected to reach \$222.9 billion by 2033 (CAGR 36.9%, Grand View Research).

The US advantage reflects its advanced digital health infrastructure, widespread EHR adoption, large patient data repositories, and the concentration of major AI companies (Microsoft, Google, NVIDIA, IBM) investing heavily in healthcare AI. **Asia Pacific is the fastest-growing region**, driven by ageing populations, government AI healthcare initiatives, and rapid digital infrastructure investment.

In EU healthcare, patient monitoring is the most prevalent projected AI function, expected in **72% of EU healthcare facilities**. The global GDP and healthcare spending context is in our [world GDP analysis](#).

AI Healthcare Market by Region — 2025 vs 2030 (bnUSD) AI in Healthcare Market — Revenue by Region 2025 and 2030 Forecast (bnUSD) 54%North America Share

Source: Grand View Research · MarketsandMarkets · Precedence Research 2025

Key Statistics



AI in Healthcare — Key Statistics and Facts 2025

\$36.7B AI Healthcare Market 2025 (Grand View Research) Grew from \$22.4B in 2023 and \$32.3B in 2024. Historical growth: from \$1.1B in 2016 — a 3,234% increase over 9 years. MarketsandMarkets estimate for 2025: \$21.66B (narrower scope). CAGR 38.6% to \$110.61B by 2030. Source: Grand View Research, MarketsandMarkets 2025. **1,247** FDA-Approved AI Medical Devices (May 2025) 956 in radiology (76.7%), 116 cardiovascular, 56 neurology, 22 anesthesiology, 19 hematology. AI medical device approvals have grown exponentially — over 340 approved AI tools being used primarily for diagnostic purposes across cancer, stroke, and brain tumour detection. Source: FDA AI/ML Device Database, Vention Teams 2025. **66%** Physicians Using Health AI (2025) Up from 38% in 2023 — a 78% increase in 2 years. 68% of physicians reported recognising advantages of AI in patient care (up from 63% in 2023). AI-generated operative reports show 87.3% accuracy vs 72.8% for surgeon-written reports. Source: DemandSage AI in Healthcare Statistics, December 2025. **\$3.20** ROI per \$1 Invested in Healthcare AI Average ROI of \$3.20 per \$1 invested, with typical returns realised within 14 months. Specific AI savings: nursing assistants \$20B/year, AI-assisted surgeries \$40B/year (20% shorter hospital stays). Projected total healthcare cost savings from AI by 2050: \$100B–\$600B. Source: DemandSage, DialogHealth 2025. **85%** Healthcare Orgs Adopting or Exploring GenAI (End 2024) Up from 72% in Q1 2024. 66% of life sciences executives investing in generative AI for drug discovery. Key GenAI applications: clinical documentation (Abridge), drug discovery (Moderna, AstraZeneca), patient communication chatbots, and synthetic health data generation. Source: Vention Teams AI Healthcare Statistics 2025. **99.6%** AI Accuracy in Heart Attack Diagnosis AI can rule out heart attacks twice as fast as humans with 99.6% accuracy. DeepRhythm AI false-negative rate: 0.3% vs 4.4% for human technicians (study of 14,606 patients). ML algorithms across diagnostic tasks: 87% sensitivity, 92% accuracy (meta-analysis). AI surgical reports: 87.3% accuracy vs 72.8% surgeon-written. Source: Nature Medicine, DemandSage 2025. **\$550B** Projected Healthcare Cost Savings from AI by 2050 AI is expected to generate between \$100 billion and \$600 billion in total healthcare savings by 2050, primarily from: increased number of approved medicines, reduced hospital care spending, and productivity gains across the healthcare system. US annual healthcare spending expected to reach \$6.8 trillion by 2030. Source: DialogHealth, Statista 2025. **\$6.4B** Digital Health VC — H1 2025 AI startups captured 62% of all digital health dollars (\$3.95B) in H1 2025. Raised rounds 83% larger on average than non-AI peers. 9 of 11 mega-deals over \$100M went to AI companies. Top deals: Abridge \$550M, Truveta \$320M, Innovaccor \$275M, Hippocratic AI \$141M. Source: Vention Teams, Rock Health, KPMG Digital Health 2025.

Forecast 2025-2030

AI in Healthcare Forecast — \$110.6B by 2030, \$505B by 2033

The AI in healthcare market is on course to become one of the largest technology verticals in the world. MarketsandMarkets projects the market will reach **\$110.61 billion by 2030** at a CAGR of 38.6% from 2025. Grand View Research projects a larger figure of **\$505.59 billion by 2033** at 38.9% CAGR, using a broader market definition that includes hardware and AI-enabled services. Precedence Research estimates **\$613.81 billion by 2034**. The US AI healthcare market alone is projected at **\$222.9 billion by 2033**. The broader AI investment context driving these forecasts is in our [AI worldwide statistics analysis](#).

By 2050, AI is projected to generate between **\$100 billion and \$600 billion** in total healthcare cost savings globally, primarily through faster drug approvals, reduced hospital care spending, and productivity gains across clinical workflows. By 2028, Gartner projects that 33% of enterprise software will include agentic AI, and healthcare is expected to be among the highest-adoption industries. **90% of hospitals** are expected to use AI-powered technology for early diagnosis and remote patient monitoring by 2025. The global economic impact of AI across all sectors is in our [world GDP analysis](#).

AI in Healthcare — Key Forecast Metrics 2025-2034 Global AI in Healthcare Market — Key Projections by Research Firm \$110.6BMarket by 2030 (MarketsandMarkets, CAGR 38.6%) \$505.6BMarket by 2033 (Grand View Research, CAGR 38.9%) \$613.8BMarket by 2034 (Precedence Research) \$222.9BUS Market by 2033 (Grand View Research) 39.8%Diagnosis and Early Detection CAGR (MarketsandMarkets) \$600BProjected Healthcare Cost Savings by 2050 (Max Estimate)

FAQ

Frequently Asked Questions — AI in Healthcare 2025

The global AI in healthcare market is valued at approximately **\$21.66–\$36.96 billion in 2025**.

MarketsandMarkets: \$21.66B. Grand View Research: \$36.67B. All sources agree on a CAGR of approximately 38–39%, projecting the market to **\$110.61 billion by 2030**. Source: MarketsandMarkets, Grand View Research, Precedence Research 2025.

By May 2025, the FDA had approved **1,247 AI and ML-powered medical devices**. Of these, **956 are used in radiology** (76.7%), 116 in cardiovascular care, 56 in neurology, 22 in anesthesiology, and 19 in hematology. Source: FDA AI/ML Device Database, Vention Teams 2025.

66% of physicians used health AI in 2025, up from 38% in 2023, a 78% increase in two years. 68% reported recognising advantages in patient care. AI-generated reports showed 87.3% accuracy vs 72.8%

for surgeon-written reports. Source: DemandSage, December 2025.

The average ROI on AI in healthcare is **\$3.20 for every \$1 invested**, with typical returns within 14 months. AI nursing assistants save \$20B/year. AI-assisted surgeries could save \$40B/year (20% shorter stays). Projected total savings by 2050: \$100B–\$600B. Source: DemandSage, DialogHealth 2025.

AI demonstrates strong diagnostic accuracy: **99.6% accuracy ruling out heart attacks**, twice as fast as humans. DeepRhythmAI: 0.3% false-negative rate vs 4.4% for human technicians. ML algorithms: 87% sensitivity, 92% accuracy (meta-analysis). AI surgical reports: 87.3% vs 72.8% surgeon-written. Source: Nature Medicine, DemandSage 2025.

Main applications by market share: Robot-assisted surgery (13%+, largest), Medical imaging and diagnostics (22.3%), Drug discovery (highest CAGR 21.2%), Clinical documentation (fastest consumer adoption), Remote patient monitoring, Administrative automation. Diagnosis and early detection expected at 39.8% CAGR. Source: MarketsandMarkets, Precedence Research 2025.

North America leads at 42.6–54% of global AI healthcare revenue. US market: \$18.1B in 2025, projected to \$222.9B by 2033. **Asia Pacific is the fastest growing**, driven by ageing populations and government AI health initiatives. EU patient monitoring AI: expected in 72% of facilities. Source: Grand View Research, MarketsandMarkets 2025.

85% of healthcare organizations explored or adopted GenAI by end 2024 (up from 72% in Q1 2024). Key uses: clinical documentation (Abridge \$550M), drug discovery (66% of life sciences executives investing), patient communication, synthetic data. OpenAI acquired Torch in January 2026 to integrate medical memory into ChatGPT Health. Source: Vention Teams 2025.

In H1 2025, digital health VC reached **\$6.4 billion**. AI startups captured 62% (\$3.95B) and secured 9 of 11 mega-deals over \$100M. Top deals: Abridge \$550M, Truveta \$320M, Innovaccer \$275M, Hippocratic AI \$141M. Average deal size: \$26.1M (+83% vs non-AI peers). Source: Vention Teams, Rock Health 2025.

66% of life sciences executives invest in GenAI for drug discovery. AI estimates: 10–40% faster drug approval rates. Drug discovery AI market: \$1.86B in 2024 (CAGR 29.9%). NVIDIA partnered with Mayo Clinic, Illumina, and Arc Institute in January 2025 for AI drug discovery. AI reduces molecular screening from years to weeks. Source: Vention Teams, Market.us 2025.

Key barriers: immature tools, high implementation costs, regulatory uncertainty, shortage of skilled AI professionals in healthcare, lack of standardized frameworks, data privacy (HIPAA/GDPR), poor EHR interoperability, and physician reluctance. Less than 10% of healthcare organizations have used AI for more

than 5 years, meaning most deployments are still maturing. Source: DemandSage, MarketsandMarkets 2025.

The US AI in healthcare market was **\$18.1 billion in 2025** (Grand View Research), projected to reach \$222.9 billion by 2033 at a CAGR of 36.9%. The US generated the highest AI healthcare revenue globally in 2023 at \$11.8 billion, nine times greater than the UK (\$1.33B). US annual healthcare spending is expected to reach \$6.8 trillion by 2030. Source: Grand View Research 2025.

In 2025, **54% of physicians experienced burnout** (down from 60%), while 57% reported low well-being. AI clinical documentation tools (Abridge, Nuance DAX) automatically transcribe physician-patient conversations, directly reducing the documentation burden that is a primary burnout driver. AI can automate up to 20% of nurses' administrative tasks (\$20B annual savings). EHR AI reduced documentation time 40% in pilot studies. Source: Vention Teams, DemandSage 2025.

Sources

[Grand View Research, AI in Healthcare Market Size Report 2025](#)

[MarketsandMarkets, AI in Healthcare Market Forecast 2025-2030](#)

[Vention Teams, AI in Healthcare Statistics 2025](#)

[DemandSage, AI in Healthcare Statistics and Facts, December 2025](#)

AI in healthcare market size figures vary across research firms. MarketsandMarkets (\$21.66B in 2025) uses a narrower scope. Grand View Research (\$36.67B) and Precedence Research (\$36.96B) include broader application categories. All sources agree on a CAGR of 38-39% and \$110B+ by 2030. Not investment advice.



STATISTICS REPORT

Search advertising in the United States statistics & facts

Updated Sep 26, 2026 · businessstats.com/search-advertising-united-states

\$114.2bn US SEARCH AD REVENUE 2025	+11.0% GROWTH IN 2025	38.8% SHARE OF INTERNET ADS
\$5.42 MEDIAN COST PER CLICK	48.5% GOOGLE SHARE 2026 (F)	\$68.6bn AMAZON AD REVENUE

Overview

The biggest single format in US digital advertising

Search advertising is the paid listing that appears when someone types a query into a search engine, a shopping site or, increasingly, an AI assistant. Advertisers bid on keywords, pay mostly when a user clicks, and reach people at the moment they are looking for something. That simple idea has made search the most reliable profit engine of the internet economy. In the United States, search advertising generated 114.2 billion US dollars in revenue in 2025, according to the Interactive Advertising Bureau and PwC, up 11.0 percent on the year before and accounting for 38.8 percent of all internet advertising revenue.

Search is no longer just Google. Amazon has built the second-largest search ad business in the country from sponsored product listings on its store, Microsoft sells ads on Bing and inside its Copilot assistant, and retailers such as Walmart run their own search ad networks. Since February 2026 OpenAI has been testing ads inside ChatGPT answers in the United States. At the same time, Google is reshaping its own results page with AI Overviews and AI Mode, changing how often people click on anything at all. This report sets out the data behind the US search advertising market in 2026: its size and growth, how it compares with other formats, who earns the money, what advertisers pay, and how AI is changing the economics of the click. It builds on our coverage of [search engine usage](#) and [Google](#).

Market Size

Search ad revenue reaches 114 billion dollars

The IAB/PwC Internet Advertising Revenue Report is the longest-running measure of US digital ad spending, based on data from the companies that sell advertising. Its latest edition, published in April 2026, shows total US internet advertising revenue of 294.6 billion dollars in 2025, up 13.9 percent. Search accounted for 114.2 billion of that, adding 11.4 billion dollars in a single year.

US Internet Advertising Revenue vs Search Advertising Revenue, 2021 to 2025 (billion USD) Total US internet ad revenue and the search share of it, full years.

Data:

IAB/PwC Internet Advertising Revenue Report, full year 2025 (April 2026).

Note:

figures are on the current IAB methodology, which was revised in 2021; earlier years are not directly comparable. Search includes paid listings on search engines and on retail and commerce sites. Compiled by BusinessStats. Switch to the table for exact figures.

Up by a third in four years: US search ad revenue climbed from 78.3 billion dollars in 2021 to 114.2 billion in 2025, while total internet advertising rose to 294.6 billion.

Growth has not been smooth. Search revenue rose 7.8 percent in 2022 and just 5.2 percent in 2023 as advertisers cut budgets amid high interest rates and a slowdown in tech and e-commerce spending. It rebounded strongly in 2024, growing 15.9 percent to 102.9 billion dollars, the first time US search revenue passed 100 billion, and then grew 11.0 percent in 2025. The IAB described search growth as stabilising at a healthy level as advertisers adapt their strategies for AI-driven search and spread spending across more channels.

Formats

How search compares with other ad formats

Search remains the largest single ad format in the IAB data, ahead of display advertising at 81.6 billion dollars and digital video at 78.0 billion. Digital audio, including podcasts and streaming radio, earned 8.4 billion, and other formats such as classifieds, directories and lead generation 12.5 billion.

US Internet Advertising Revenue by Format, 2025 (billion USD) Share of the 294.6 billion dollar US internet ad market.



Data:

IAB/PwC Internet Advertising Revenue Report, full year 2025 (April 2026).

Note:

formats are mutually exclusive; social media and retail media are channels that cut across several formats and are reported separately by the IAB. Other covers classifieds, directories and lead generation. Compiled by BusinessStats. Switch to the table for exact figures.

Still the biggest slice: search earned 114.2 billion dollars in 2025, or 38.8 percent of US internet advertising revenue.

The IAB also measures revenue by channel, which cuts across formats. Social media platforms earned 117.7 billion dollars in 2025, up 32.6 percent, slightly more than search, and commerce or retail media networks earned 63.4 billion, up 18.0 percent. Much of that retail media revenue is itself search advertising, in the form of sponsored product listings on sites such as Amazon, Walmart and Instacart. Together, social media and search accounted for 78.8 percent of US internet advertising revenue. For the global picture of the social side, see our data on [social media ad spend worldwide](#).

Growth

Search grows, but video grows faster

While search is still growing at a double-digit rate, other formats are growing faster. Digital video revenue rose 25.4 percent in 2025, driven by connected TV and short-form video on social platforms, while search grew 11.0 percent, a little below the 13.9 percent growth of the market as a whole.

Growth of US Internet Advertising Revenue by Format, 2025 (%) Year-on-year revenue growth, 2025 vs 2024.

Data:

IAB/PwC Internet Advertising Revenue Report, full year 2025 (April 2026). Compiled by BusinessStats. Switch to the table for exact figures.

Video sets the pace: digital video revenue grew 25.4 percent in 2025, more than twice the 11.0 percent growth of search.

This gap is why the share of search in the US ad market has been drifting down slowly for years. It is not that search is shrinking, but that advertisers are adding money faster to channels that build awareness,

such as video and social, while search captures demand that already exists. Search is usually the last step before a purchase, which is why marketers treat it as essential even as they spread budgets more widely.

Share

The share of search in the US ad market

On the current IAB methodology, search accounted for 41.4 percent of US internet ad revenue in 2021, 40.2 percent in 2022 and 39.5 percent in 2023. A strong 2024 lifted it slightly to 39.8 percent, before it eased again to 38.8 percent in 2025.

Search Advertising Share of US Internet Ad Revenue, 2021 to 2025 (%) Search revenue as a percentage of total US internet advertising revenue.

Data:

IAB/PwC Internet Advertising Revenue Report, full year 2025 (April 2026). Compiled by BusinessStats. Switch to the table for exact figures.

A slow drift: the share of search fell from 41.4 percent of US internet ad revenue in 2021 to 38.8 percent in 2025, as video and social grew faster.

A decline of 2.6 percentage points over four years is modest, and search still earns about a dollar in every 2.6 dollars spent on internet advertising in the United States. But the direction matters for the companies that depend on it. The IAB also reported that the top 10 companies captured 84.1 percent of all US internet ad revenue in 2025, up from 80.8 percent in 2024, a sign that the market is concentrating around the largest platforms, several of which are the main sellers of search ads.

Key Players

Google, Amazon and Microsoft

Three companies dominate the sale of search ads in the United States. Google is by far the largest. Alphabet does not split out US search revenue, but its total revenue from the United States reached 194.2 billion dollars in 2025, or about 48 percent of its global revenue, and search is its largest business. Worldwide, Google Search and other revenue reached 224.6 billion dollars in 2025.

Search-Driven Advertising Revenue of the Leading Sellers, Latest Year (billion USD) Worldwide revenue of the main search advertising businesses.

Data:

Alphabet 2025 annual results (Google Search and other); Amazon 2025 annual results (advertising services), via Marketplace Pulse; Microsoft fiscal 2026 annual report (search advertising), via PPC Land.

Note:

figures are worldwide, as the companies do not report US search revenue separately. Amazon advertising services include sponsored product search ads as well as display and video. Microsoft fiscal 2026 ended in June 2026. Compiled by BusinessStats. Switch to the table for exact figures.

Google in a league of its own: Google Search earned about 224.6 billion dollars worldwide in 2025, more than three times Amazon advertising and almost fifteen times Microsoft search.

Amazon is the fastest-growing force in search advertising. Its advertising services revenue grew 22 percent to 68.6 billion dollars in 2025 and 24 percent to 17.2 billion in the first quarter of 2026, most of it from sponsored product ads that appear in response to searches on its store. When someone searches for a product, many now start on Amazon rather than Google, and the ads they see there are among the most valuable in digital marketing because they sit right next to the buy button. See our data on [Amazon revenue by segment](#) and our [Amazon statistics and facts](#).

According to eMarketer forecasts, the share of Google in US search ad spending is set to fall to 48.5 percent in 2026, the first time in more than 20 years it has been below half, with Amazon taking the largest part of the share Google has lost. In 2021 eMarketer estimated the Google share at 56.8 percent and Amazon at 19 percent, and by 2024 it put Amazon at 22.3 percent. Microsoft, through Bing, Yahoo and its partner network, is the third-largest seller; its worldwide search advertising revenue was about 15.2 billion dollars in fiscal 2026, and Bing held about 8.9 percent of US search engine referrals in August 2026. For how the tech giants compare more broadly, see our analysis of [the largest revenue sources of leading tech companies](#).

Other sellers are growing from a smaller base. Walmart Connect, Instacart, Target, eBay and other retailers sell sponsored listings in their own search results, and Apple sells search ads in the App Store. These retail and app store search ads are a large part of the 63.4 billion dollars of commerce media revenue measured by the IAB, and they compete directly with Google for the budgets of consumer brands.

Retail Search

Retail media: search moves to the store shelf

The fastest-growing part of search advertising does not happen on a search engine at all. Retail media, the ads that retailers sell on their own websites and apps, reached 63.4 billion dollars of US revenue in 2025, up 18.0 percent, according to the IAB, and accounted for 21.5 percent of all US internet advertising. A large share of that money buys sponsored listings in the search results of stores, where a shopper typing a product name is often only a click away from buying it.

Amazon is the leader by a wide margin. eMarketer expects Amazon to command about 56.7 billion dollars of US retail media ad spending in 2026 and forecasts its US ad revenue to grow 17.9 percent in 2026, against 5.6 percent for Google, the slowest of the three largest digital ad sellers. Walmart, Instacart, Target, Kroger and Home Depot have all built retail media networks of their own, many of them selling search ads through self-serve tools that look much like Google Ads. For consumer brands, this means a growing share of the search budget now goes to the stores that sell their products rather than to the search engines that send traffic to them.

Retail search ads are attractive because they are easy to measure. The retailer knows whether an ad led to a sale, so advertisers can see a direct return on spending, something that has become harder on the open web as privacy rules and browser changes limit tracking. That closed-loop measurement is a key reason why retail search has grown faster than traditional search, and why Google has responded by expanding Shopping ads and adding product listings to its AI Mode.

Microsoft

Microsoft, Bing and Copilot

Microsoft is the only other general search engine operator with a meaningful US ad business. Bing held 8.92 percent of US search engine referrals in August 2026, more than three times its global share, and Yahoo, whose search results are powered by Bing, held another 2.74 percent. Together that gives Microsoft advertisers a reach of more than one in ten US searches, concentrated on desktop computers where Windows and the Edge browser set Bing as the default. Microsoft said in April 2026 that Bing had passed 1 billion monthly active users worldwide for the first time.

Microsoft Advertising also places ads inside Copilot, its AI assistant, and across partner sites through syndication. Excluding traffic acquisition costs, its search advertising revenue grew 12 percent in fiscal 2026, faster than the market as a whole. Advertisers often find that Bing clicks cost less than Google clicks for the same keywords, because fewer advertisers compete for them, which makes Microsoft Advertising a

common second channel for businesses already running Google campaigns.

Costs

What a click costs: CPC by industry

For advertisers, the most important number in search is the cost per click. Across 13,474 US search campaigns analysed by LocaliQ and WordStream between April 2025 and March 2026, the median cost per click on Google Ads was 5.42 dollars, the median click-through rate 6.64 percent, the median conversion rate 8.18 percent and the median cost per lead 66.69 dollars. Ten years earlier, in 2016, the same benchmark series put the average cost per click at 2.32 dollars, so the price of a click has more than doubled in a decade.

Average Cost per Click on Google Search Ads by Industry, US (USD) Median CPC for US search campaigns, April 2025 to March 2026.

Data:

LocaliQ and WordStream search advertising benchmarks 2026, based on 13,474 US search campaigns.

Note:

values are medians; the chart shows a selection of the 23 industries covered. Compiled by BusinessStats. Switch to the table for exact figures.

Lawyers pay the most: attorneys and legal services paid a median of 9.87 dollars per click, six times as much as arts and entertainment advertisers.

Costs vary widely by industry, because the value of a customer varies. A new legal client, a home renovation job or a dental patient can be worth thousands of dollars, so advertisers in those sectors bid aggressively for a limited number of clicks. Attorneys and legal services had the highest median cost per click at 9.87 dollars, followed by home and home improvement at 8.33 dollars and dentists and dental services at 8.00 dollars. At the other end, arts and entertainment clicks cost a median of 1.63 dollars, restaurants and food 2.05 dollars and travel 2.14 dollars. Year on year, real estate saw the largest increase, up about 27 percent, while education and instruction saw the largest fall, down about 23 percent.

There was one piece of good news for advertisers in the 2026 benchmarks: the median cost per lead fell for the first time in five years, even though the cost per click rose slightly. Better conversion rates, helped by automated bidding and landing page improvements, meant that each dollar spent produced slightly



more customers. Rising costs are a structural feature of search, however: as more advertisers compete through automated bidding tools for a relatively fixed number of high-intent searches, the price of each click tends to rise.

Click-Through

Which industries win the most clicks

Click-through rates, the share of people who click an ad after seeing it, also differ sharply by industry. Search ads are unusual in digital advertising because they appear only when someone is actively looking, so click-through rates are far higher than for display or social ads, which usually measure well below 1 percent.

Average Click-Through Rate of Google Search Ads by Industry, US (%)Median CTR for US search campaigns, April 2025 to March 2026.

Data:

LocaliQ and WordStream search advertising benchmarks 2026, based on 13,474 US search campaigns.

Note:

values are medians; the chart shows a selection of the 23 industries covered. Compiled by BusinessStats.Switch to the table for exact figures.

Entertainment clicks most: arts and entertainment ads had a median click-through rate of 12.75 percent, against 5.56 percent for automotive repair and parts.

Industries with high click-through rates tend to be those where searches are specific and ads closely match what people want, such as tickets, travel bookings and financial products. Lower click-through rates are common in services where users compare several providers or look for local reviews first. The overall median click-through rate of 6.64 percent in 2026 is more than three times the 1.91 percent recorded in the 2016 benchmarks, reflecting better ad targeting, richer ad formats with images and extensions, and fewer ads competing for a larger share of the page.

AI Search



How AI Overviews are changing the click

The biggest change to search advertising in two decades is happening on the results page itself. Google began showing AI Overviews, generated summaries at the top of results, to US users in May 2024, and expanded them rapidly. In a study of 68,879 Google searches by 900 US adults in March 2025, the Pew Research Center found that about 18 percent of searches produced an AI summary. When an AI summary appeared, users clicked on a traditional search result in 8 percent of visits, against 15 percent when there was none, and they clicked on a link inside the summary itself in only 1 percent of visits.

Google Click-Through Rates With and Without AI Overviews (%) CTR on queries tracked by Seer Interactive, January 2025 vs February 2026.

Data:

Seer Interactive, AIO impact on Google CTR, 2026 update (April 2026); 53 brands, 5.47 million queries, 2.43 billion organic and 296.9 million paid impressions.

Note:

results are for the brands studied and may not represent all advertisers. Compiled by BusinessStats. Switch to the table for exact figures.

Paid clicks shift: paid CTR on queries with an AI Overview rose from 14.64 to 16.21 percent, while on queries without one it fell from 25.98 to 21.85 percent.

The effect on paid clicks is more complex than on organic results. Seer Interactive, which tracks 5.47 million queries for 53 brands, found that between January 2025 and February 2026 the paid click-through rate on queries that showed an AI Overview actually rose, from 14.64 to 16.21 percent, while on queries without one it fell from 25.98 to 21.85 percent. Organic click-through rates moved the other way, falling 26 percent on AI Overview queries and rising on others. AI Overviews appeared on 36 percent of informational queries but only 8 percent of commercial and 5 percent of transactional queries, which is where most advertising money is spent. For now, that has protected the most valuable part of the search ad market.

Google is also bringing ads into its AI experiences. Ads began appearing in and around AI Overviews for US users in late 2024, and at Google Marketing Live in 2026 it announced new formats for AI Mode, including conversational ads that adapt their wording to each query and ads that appear inside AI-generated recommendation lists. To reach these placements, advertisers must use automated campaign types such as Performance Max and AI Max for Search, which hand more of the targeting and creative decisions to

Google. The rise of AI in marketing is covered further in our data on [generative AI users](#) and [the most impactful marketing technology innovations](#).

AI Assistants

ChatGPT and the new search ad sellers

The arrival of advertising in AI assistants is opening a new front. OpenAI announced in January 2026 that it would test ads in ChatGPT, and the test began on 9 February 2026 for logged-in adult users on the Free and Go tiers in the United States. Paid Pro, Business, Enterprise and Education plans remain ad-free. The ads appear below answers, are clearly labelled, and are matched to the topic of a conversation. OpenAI says ads do not influence the answers ChatGPT gives, that advertisers cannot see conversations, and that ads are not shown to users under 18 or next to sensitive topics such as health and politics. The program expanded to Canada, Australia and New Zealand in March 2026 and to several more countries by August.

Other AI companies have taken different paths. Perplexity experimented with sponsored follow-up questions but moved away from advertising, focusing on subscriptions. Microsoft shows ads inside Copilot answers, drawing on its Bing advertising network. For advertisers, these AI placements are still small compared with traditional search, but they matter because they sit where a growing share of product research now happens. With ChatGPT reaching 900 million weekly users worldwide in early 2026, even a small share of queries carrying ads could become a significant new source of search-style advertising.

Google

The Google search ad machine

Google remains the center of the US search advertising market. Its search business has kept growing despite predictions that AI would erode it: in the second quarter of 2026, Google Search and other revenue rose 17 percent year on year to 63.3 billion dollars worldwide, one of its fastest rates in recent years, and the company said AI features were driving an increase in overall search queries. Its advantage rests on scale, the richness of its advertiser tools, and default placement on most browsers and phones. Our data on [Alphabet annual revenue](#) and our [comparison of Apple and Google revenues](#) show how search underpins the wider business.

That dominance is now under legal constraint. In August 2024 a US federal court ruled that Google had illegally maintained a monopoly in general search services and search text advertising. The remedies decision of September 2025, formalised in December 2025, banned exclusive default agreements, required



them to be renegotiated at least annually and ordered Google to share some search data with qualified rivals for six years, though it did not force the sale of Chrome. Both Google and the Department of Justice have appealed. A separate federal court found in 2025 that Google had monopolised parts of the advertising technology market used for display ads. These cases could gradually give rivals more room in the search ad market over the coming years.

Outlook

The future of US search advertising

Search advertising in the United States is entering a period of change unlike anything since the smartphone. The money is still growing, and search will almost certainly remain the largest or second-largest ad format for years to come. But the places where search ads run are multiplying, from Google and Bing to Amazon, Walmart, app stores and AI assistants, and the format itself is shifting from a list of text links to conversational answers with sponsored suggestions.

Three trends will shape the next few years. First, retail search will keep taking share, because ads next to the buy button are the easiest to measure. Second, automation will deepen, as Google, Microsoft and Amazon push advertisers toward AI-driven campaigns that choose keywords, bids and creative on their behalf. Third, AI answers will change how value is measured, as fewer searches produce clicks and more brands compete to be mentioned inside the answer itself. For advertisers, the lesson is that search budgets now need to follow intent across every platform where people ask questions, not just the classic results page. Readers can explore more in our [coverage of internet company revenue](#), [big tech revenue comparisons](#) and [average advertising revenue per user at Facebook](#), the main rival to search for digital ad budgets, alongside our [social media statistics and facts](#) and our estimate of the [global AI market size](#).

Key Facts

US search advertising in numbers

A few figures capture the state of the market.

\$114.2bn US search ad revenue 2025, up 11.0 percent. 38.8% Share of US internet ad revenue Down from 41.4 percent in 2021. \$5.42 Median cost per click US Google Ads, 2025 to 2026. 48.5% Google share of US search ad spend 2026, eMarketer forecast.



They describe a market that is still growing strongly, but one in which the leader is slowly losing share to retailers and new AI platforms.

FAQ

Frequently Asked Questions

US search advertising revenue reached 114.2 billion dollars in 2025, up 11.0 percent from 102.9 billion in 2024, according to the IAB/PwC Internet Advertising Revenue Report.

Search accounted for 38.8 percent of US internet advertising revenue in 2025, making it the largest single ad format, ahead of display at 27.7 percent and digital video at 26.5 percent.

Yes. Search revenue grew 15.9 percent in 2024 and 11.0 percent in 2025. It is growing more slowly than digital video, which rose 25.4 percent in 2025, so its share of the market is slowly declining.

eMarketer forecasts that Google will take 48.5 percent of US search ad spending in 2026, the first time in more than 20 years its share has fallen below half, as Amazon gains ground.

Amazon advertising services revenue was 68.6 billion dollars worldwide in 2025, up 22 percent, most of it from sponsored product ads shown in response to searches on its store.

The median cost per click for US Google search campaigns was 5.42 dollars between April 2025 and March 2026, according to LocaliQ and WordStream, up from 2.32 dollars in 2016.

Attorneys and legal services, with a median cost per click of 9.87 dollars, followed by home and home improvement at 8.33 dollars and dentists at 8.00 dollars.

Evidence is mixed. Pew found users clicked search results in 8 percent of visits with an AI summary against 15 percent without, but Seer Interactive found paid CTR on AI Overview queries rose to 16.21 percent by February 2026.

Yes. OpenAI began testing ads in ChatGPT for adult users on the Free and Go tiers in the United States on 9 February 2026. Paid plans remain ad-free and ads do not appear next to sensitive topics.

Sources

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[OpenAI](#) - testing ads in ChatGPT.

[eMarketer](#) - FAQ on search advertising: AI assistants and the demand capture mix.

[Search Engine Journal](#) - Bing passes 1 billion monthly active users.

[Statcounter Global Stats](#) - US search engine market share, August 2026.

US market figures come from the IAB/PwC Internet Advertising Revenue Report, which is based on revenue reported by ad-selling companies. Company figures come from earnings releases and filings and are worldwide unless stated. Cost and click benchmarks are medians for the campaigns studied. All data compiled by BusinessStats.

STATISTICS REPORT

Number of users of generative AI worldwide 2020–2032

Updated Sep 16, 2026 · businessstats.com/generative-ai-users-worldwide

374M USERS 2025	1.2B USERS 2031	1B CHATGPT WEEKLY
2 mo TO 100M USERS	53% OF WORLD IN 3YR	\$549B MARKET 2032

Overview

Number of users of generative AI worldwide from 2020 to 2032

The number of generative AI users worldwide is modeled at about 374 million in 2025 and is forecast to reach roughly 1.2 billion by 2031, according to Statista Market Insights. That is a near tripling of the user base in six years, and it follows a starting point of close to zero before ChatGPT arrived at the end of 2022. Few technologies have gone from launch to a billion users this quickly.

Measured across all AI tools rather than the narrower generative AI market, more than a billion people already use them every month. The single clearest gauge of the boom is ChatGPT, which passed one billion weekly active users in August 2026. Its climb sets the tone for the whole category, so the chart below traces it before the report turns to the worldwide totals, the market and the leading tools. The scale of the shift is comparable only to the early internet, a story our [worldwide AI statistics](#) coverage follows in depth.

A note on the data. This is the 2026 edition. The worldwide user figures for 2025 and 2031 are a Statista Market Insights model, shown as the headline forecast. Every other chart carries its own source and period, from OpenAI and Meta for tool users to eMarketer for national figures. Numbers beyond the current year are forecasts and are labeled as such, and none of the figures here are estimated by us.

ChatGPT Weekly Active Users (millions) From 300 million to a billion.

Data:

ChatGPT weekly active users in millions, as reported by OpenAI.



Note:

Compiled by BusinessStats.Switch views with the toolbar.

From 300 million to a billion: ChatGPT weekly users more than tripled in under two years, passing one billion in August 2026.

Worldwide Forecast

How many people use generative AI worldwide?

On the Statista Market Insights model, about 374 million people worldwide use generative AI in 2025, and that number is forecast to climb to roughly 1.2 billion by 2031. The trajectory implies steady annual growth even after the first explosive wave, as the technology moves from early adopters into everyday tools used by ordinary consumers and workers.

The worldwide total depends heavily on how a user is defined, and the honest answer is a range rather than a single number. The narrow Statista Market Insights measure counts active users of the dedicated generative AI market at about 374 million in 2025. Microsoft, using telemetry across its products, estimates more than 1.2 billion people used AI tools within three years of the launch of ChatGPT. Menlo Ventures puts the figure higher still, at roughly 1.75 billion people using AI tools in 2025 once every assistant and embedded feature is counted. All three measures point the same way, toward extraordinarily fast and broad adoption across the [world population](#).

What makes the picture striking is the starting point. In 2020 and 2021, before ChatGPT, the generative AI user base was negligible. The jump from near zero to somewhere between 374 million and 1.75 billion people in only three years, and a Statista forecast of about 1.2 billion dedicated users by 2031, is the fastest ramp of any consumer software category yet measured. The chart below sets the three credible 2025 estimates side by side so the range is clear.

How Many People Use Generative AI Worldwide, 2025 (millions, by measure) Depends how you count.

Data:

Estimated number of people using AI worldwide in 2025 under three definitions, in millions.

Note:

Sources Statista Market Insights (gen AI market users), Microsoft AI Diffusion Report (monthly AI tool users) and Menlo Ventures (all AI tool users). Compiled by BusinessStats.Switch views with the toolbar.



Depends how you count: worldwide estimates for 2025 range from about 374 million on the narrow measure to roughly 1.75 billion counting all AI tools.

Fastest Ever

Why is generative AI spreading so fast?

Generative AI is spreading faster than any consumer technology before it. ChatGPT reached 100 million users in about two months after launch, a milestone that took TikTok around nine months and Instagram more than two years. The tools are free to try, need no new hardware, and deliver an obvious benefit in the first minute of use, which strips away the usual barriers to adoption.

The result is a curve with no real precedent. By one Stanford measure, generative AI reached roughly 53 percent of the global population within about three years, a faster climb than the personal computer or the early internet achieved. Adoption has been pulled along by the integration of AI into products people already open every day, from search engines to office software, so that many users adopt the technology without ever seeking it out. The same platform effects appear across our [social media statistics](#) coverage, where features spread through existing networks.

The chart below compares how long several breakout products took to reach 100 million users. The gap between generative AI and everything before it is the single clearest sign of how unusual this adoption wave has been. It is why forecasters keep revising their numbers upward rather than down.

Months to Reach 100 Million Users Nothing spread this fast.

Data:

Approximate time in months for each product to reach 100 million users, as widely reported.

Note:

Compiled by BusinessStats. Switch views with the toolbar.

Nothing spread this fast: ChatGPT reached 100 million users in about two months, against nine for TikTok and thirty for Instagram.

The US Picture

How many Americans use generative AI?

About 121 million people in the United States used generative AI in 2025, roughly 36 percent of the population, and eMarketer forecasts the figure will rise to about 133 million in 2026. The climb from just 7.8 million users in 2022 is one of the steepest adoption curves ever recorded for a digital tool in a single country.

The US case is worth watching because it shows the technology maturing from novelty to habit. Early users were younger, more educated and heavily male, but each year the base has broadened toward the general population. Workplace adoption is now a major driver, with employees bringing tools into their jobs and employers building them into workflows, a shift echoed in coverage of the [most impactful marketing technology](#) of recent years.

Even so, the United States is no longer the frontier of adoption. Its penetration of around 36 percent trails the usage rates now reported across several emerging markets, a reversal of the usual pattern in which rich countries lead on new technology. The chart below shows the American user base rising year by year toward the mainstream.

Generative AI Users in the United States (millions)From niche to mainstream.

Data:

Number of generative AI users in the United States, in millions.

Note:

Source eMarketer. The 2026 figure is a forecast. Compiled by BusinessStats.Switch views with the toolbar.

From niche to mainstream: US users climbed from 7.8 million in 2022 to about 121 million in 2025, heading toward 133 million in 2026.

Market Money

How big is the generative AI market?

The generative AI market was worth about 38 billion U.S. dollars in 2025 and is forecast to grow past 500 billion by 2032 on the Statista Market Insights model. That is a faster expansion than almost any other technology segment, and it means revenue is rising even more steeply than the user base, as free users convert to paid plans and businesses scale up their spending.



The gap between user growth and revenue growth is the key to the economics. A near tripling of users pairs with a more than tenfold rise in revenue over a similar span, which tells you that the money per user is climbing fast. Enterprise contracts, premium consumer subscriptions and AI features embedded in existing software are all pushing average spending up. The scale of investment behind this sits alongside the wider [AI market size](#) and the surging demand for the chips that power it, tracked in our [Nvidia statistics](#).

Forecasts for the market vary widely by definition, from tens of billions on narrow measures to well over a trillion dollars on the broadest ones. The series below uses a single consistent Statista Market Insights model so the year-by-year shape is comparable, running from 2024 through 2032.

Generative AI Market Revenue Worldwide, 2024-2032 (USD billions)Revenue outpaces users.

Data:

Generative AI market revenue worldwide in billions of U.S. dollars.

Note:

Source Statista Market Insights. Figures from 2026 on are forecasts. Compiled by BusinessStats.Switch views with the toolbar.

Revenue outpaces users: the market is forecast to grow from about 38 billion dollars in 2025 to more than 500 billion by 2032.

Leading Tools

Which generative AI tools have the most users?

Three assistants now dominate consumer use, each near or above a billion monthly users in 2026. Meta AI, spread across the Meta apps, reports about 1.2 billion monthly users, ChatGPT about 1.1 billion, and Google Gemini around 950 million. The scale is remarkable given that none of these products existed in their current form four years ago.

Raw monthly reach flatters the assistants built into apps people already use, such as Meta AI inside messaging and Gemini inside Google services. On direct, intentional use measured by web traffic, ChatGPT is still the clear leader, holding more than half of all AI chatbot visits, a dominance our [Google](#) and [Alphabet revenue coverage](#) helps put in context as the search giant races to catch up. The two charts below show the leaders by monthly users and by share of chatbot traffic.

Leading Generative AI Assistants by Monthly Users, 2026 (millions)A three-way race.

Data:

Monthly users of leading generative AI assistants in 2026, in millions.

Note:

Sources Meta, OpenAI and Alphabet. Metrics vary slightly by company. Compiled by BusinessStats. Switch views with the toolbar.

A three-way race: Meta AI, ChatGPT and Google Gemini each sit near or above a billion monthly users in 2026.

Share of AI Chatbot Web Traffic, Early 2026 ChatGPT still leads use.

Data:

Share of global AI chatbot web traffic in early 2026.

Note:

Source Similarweb. Compiled by BusinessStats. Switch views with the toolbar.

ChatGPT still leads use: it holds more than half of all AI chatbot web traffic, ahead of Gemini and the rest.

The ChatGPT Climb

How did ChatGPT reach a billion users?

ChatGPT reached one billion weekly active users in August 2026 through a steady series of jumps rather than one single surge. From about 300 million at the end of 2024, it added 100 million to reach 400 million by February 2025, then a further 300 million to hit 700 million by mid 2025, before climbing through 800 and 900 million to cross a billion.

Each jump had its own driver: new model releases, the spread of the mobile app, free access to more capable versions, and the habit of using the tool for work and study. The waterfall chart below breaks the climb into its stages, showing how the billion-user total was built step by step rather than overnight. It is a useful corrective to the idea that the growth was a one-off spike, since the additions kept coming quarter after quarter.

How ChatGPT Reached a Billion Weekly Users (millions added) Built step by step.

Data:



ChatGPT weekly active users, starting level and additions in millions between reported milestones.

Note:

Source OpenAI. Compiled by BusinessStats.Switch views with the toolbar.

Built step by step: ChatGPT added users in repeated jumps to climb from 300 million to a billion weekly.

Business Use

How many businesses use generative AI?

About 71 percent of organizations reported using generative AI in at least one business function in 2025, up from 65 percent in 2024 and just 33 percent in 2023, according to McKinsey. In two years the technology went from a minority experiment to a majority tool inside companies, one of the fastest enterprise adoption curves ever seen.

Business use matters because it is where the technology starts to pay for itself, and it is a major reason the revenue line climbs faster than the user count. Companies deploy generative AI in marketing, customer support, software development and research, and the spread into daily work is now pulling consumer adoption along with it. The impact reaches into specialized fields, from AI in finance to AI in healthcare, where early deployments are already changing how work gets done.

The chart below tracks the rise in business adoption. The steepness of the climb, from a third of firms to more than two thirds in two years, is the clearest sign that generative AI has moved past the hype stage into standard operating practice, even if measurable financial returns remain uneven across companies.

Organizations Using Generative AI, 2023-2025 (percent)A third to two thirds.

Data:

Share of organizations using generative AI in at least one function, percent.

Note:

Source McKinsey. Compiled by BusinessStats.Switch views with the toolbar.

A third to two thirds: business use of generative AI more than doubled between 2023 and 2025.

By Country

Which countries use AI the most?

The highest AI usage rates are found not in Silicon Valley but in emerging markets. India and Nigeria report about 92 percent AI usage among consumers, ahead of Singapore on around 73 percent and the United States on roughly 56 percent, according to a KPMG study. It is a striking reversal of the usual technology adoption pattern, in which wealthy countries lead and developing ones follow.

Several forces drive the pattern. Younger populations, a mobile-first internet, fewer legacy systems to replace and strong demand for tools that boost productivity all push adoption higher in fast-growing economies. Because generative AI runs in a browser or an app rather than requiring expensive hardware, the usual barriers that slow technology adoption in emerging markets barely apply, a dynamic our [AI in China](#) coverage explores in one of the largest of these markets.

The chart below compares reported AI usage rates across a sample of countries. The lead held by India and Nigeria over advanced economies is one of the most surprising findings in the adoption data, and it hints that the next wave of user growth will come disproportionately from the developing world rather than from the markets that led the first wave.

Reported AI Usage Rate by Country, 2025 (percent) Emerging markets lead.

Data:

Reported share of consumers using AI by country in 2025, percent.

Note:

Source KPMG and University of Melbourne. Covers AI broadly. Compiled by BusinessStats. Switch views with the toolbar.

Emerging markets lead: India and Nigeria report about 92 percent AI usage, ahead of Singapore and the United States.

Key Facts

Generative AI users in numbers

A handful of figures capture the scale. The worldwide user base is modeled near 374 million in 2025 and forecast toward 1.2 billion by 2031, ChatGPT alone has passed a billion weekly users, and the market is set to grow past 500 billion dollars by 2032. Together they describe a technology that has gone from launch to global mainstream in under four years.



374MUsers worldwide 2025Statista model.1.2BUsers worldwide 2031Forecast.1BChatGPT weeklyAugust 2026.53%Of world populationReached in 3 years.

The numbers matter because they mark a genuine shift in how people work and search rather than a passing trend. No technology has reached this many people this quickly, and the forecasts suggest the curve has years of steep growth still to run.

Big Picture

Generative AI users in 2026: the big picture

Taken together, the data describes the fastest technology adoption in modern history. From effectively zero users before late 2022, generative AI reached hundreds of millions within three years and is forecast to pass a billion dedicated users by the early 2030s, with more than a billion people already touching AI tools each month.

The next phase looks less like a single viral moment and more like steady absorption into daily life, as assistants embed into search, phones and workplace software, and as growth shifts toward the emerging markets that already show the highest usage rates. Whether the exact worldwide total lands nearer 374 million or well above a billion depends on how a user is counted, but the direction is not in doubt, and the story of generative AI adoption is still in its early chapters, much as the early [internet companies](#) were once only beginning to find their scale.

FAQ

Frequently Asked Questions: Generative AI Users

The worldwide user base is modeled at roughly 374 million in 2025 and forecast to reach about 1.2 billion by 2031, according to Statista Market Insights. Counting all AI tools, more than a billion people already use them each month.

Faster than any technology before it. ChatGPT reached 100 million users in about two months, against nine for TikTok and more than two years for Instagram, and generative AI reached about half the global population within three years.

ChatGPT passed one billion weekly active users in August 2026, up from 400 million in February 2025 and 800 million in October 2025. It remains the most used generative AI tool in the world.



About 121 million people in the United States used generative AI in 2025, around 36 percent of the population, and the figure is forecast to reach roughly 133 million in 2026, according to eMarketer.

The generative AI market was worth about 38 billion U.S. dollars in 2025 and is forecast to grow past 500 billion by 2032 on the Statista Market Insights model, expanding faster than almost any other technology segment.

By monthly users in 2026, Meta AI, ChatGPT and Google Gemini each sit near or above a billion. ChatGPT leads on web traffic, holding more than half of all AI chatbot visits.

Usage rates are highest in emerging markets. India and Nigeria report about 92 percent AI usage among consumers, ahead of Singapore on 73 percent and the United States on about 56 percent.

About 71 percent of organizations reported using generative AI in at least one business function in 2025, up from 65 percent in 2024 and 33 percent in 2023, according to McKinsey.

Worldwide user and market figures are from Statista Market Insights, tool figures from OpenAI, Meta and Alphabet, national usage from eMarketer, KPMG and Stanford, and traffic shares from Similarweb.

Forecasts point to continued rapid growth, with the worldwide user base roughly tripling between 2025 and 2031 and market revenue growing even faster as free users convert and businesses expand their use.

Sources

Statista Market Insights - Modeled number of generative AI users worldwide and generative AI market revenue.

OpenAI, Meta and Alphabet - Reported user figures for ChatGPT, Meta AI and Google Gemini.

eMarketer - Number of generative AI users in the United States.

McKinsey, Stanford and KPMG - Business adoption and national usage rates.

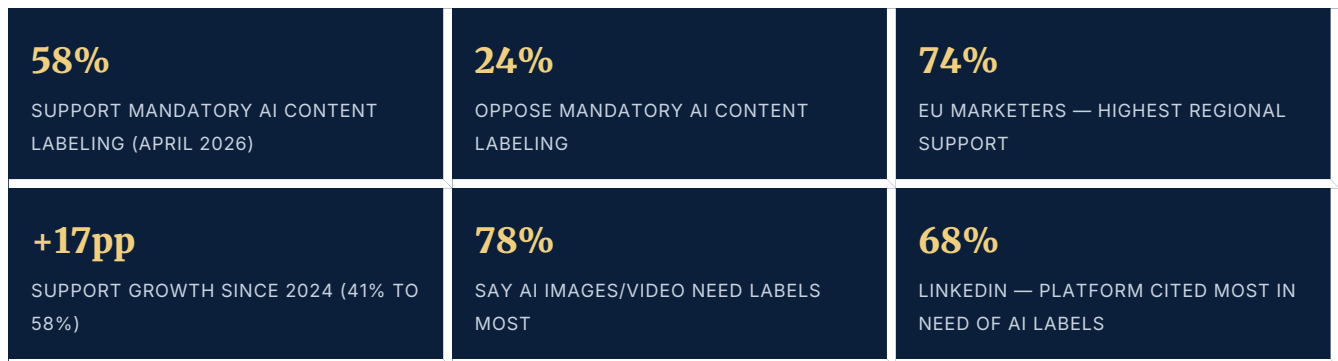
[Statista Market Insights, Generative AI](#) - Worldwide users and market revenue.

Figures show the number of generative AI users worldwide and related adoption data. Worldwide user and market figures are Statista Market Insights models, with values beyond the current year being forecasts.

Each chart is labeled with its own source and period. This is data journalism, not investment advice.

STATISTICS REPORT

Global marketers on AI generated social media content labels 2026

Updated May 16, 2026 · businessstats.com/global-marketers-ai-generated-labels-social-media


Overview

Global marketers opinions on labeling AI generated content on social media as of April 2026

The debate over whether AI-generated social media content should carry labels is moving fast — and marketer opinion is moving with it. Two years ago, in 2024, the question was largely theoretical for most marketing teams. Now, with approximately 72% of social media marketers actively using GenAI tools and the EU AI Act making transparency a legal requirement in some contexts, the labeling question has become an operational one. You're publishing AI-generated content right now. Should you tell your audience?

The 58% who support mandatory labeling aren't necessarily anti-AI — many of them are the heaviest GenAI users on the survey. Their support reflects something more pragmatic: a belief that audience trust, once lost through undisclosed AI content, is more expensive to rebuild than the competitive disadvantage of disclosure. The 24% who oppose mandatory labeling make an equally pragmatic argument: at what point does AI assistance end and human creativity begin? A caption co-written with AI suggestions isn't meaningfully different from one written using a thesaurus. Drawing the line is harder than the regulation suggests. The GenAI tools generating the content at the centre of this debate are covered in our [GenAI benefits for social media marketing analysis](#).

Overall Opinion Split

58% Support, 24% Oppose, 18% Neutral — Global Marketer Opinion on Mandatory AI Content Labels (April 2026)

Global marketer opinion on mandatory AI-generated content labeling on social media — % of marketing professionals, April 2026 Marketer Opinion on Mandatory AI Content Labels — April 2026 (% of Marketers Worldwide) Strongly support: ~28%. Support: ~30%. Neutral / undecided: ~18%. Oppose: ~16%. Strongly oppose: ~8%. Net support (support minus oppose): +34pp. Sources: Statista Digital Marketing AI Survey April 2026, HubSpot 2026. N=3,200+. ±3-5pp. 58%Net support

Strongly support Support Neutral Oppose Strongly oppose

The "strongly support" figure — 28% — is worth dwelling on. Nearly three in ten marketing professionals believe so firmly in mandatory AI content disclosure that they selected the strongest available response. These are not people hedging toward a socially desirable answer. They have a view. Cross-tabulating this group shows they are disproportionately senior marketers (CMOs and VPs), EU-based, and from larger organisations with formal legal and compliance functions. They have seen enough AI-generated content across their professional networks to form a strong opinion about what undisclosed AI does to information quality and audience trust. The platforms where this content appears are described in our [social media platforms used by marketers worldwide analysis](#).

Full Data Table

Marketer Opinion on AI Content Labels — Full Data by Segment (April 2026)

Support and opposition rates across all major segments. Each percentage represents the share of respondents in that group who support or oppose mandatory labeling. For context on the GenAI challenges informing these opinions, see our [GenAI challenges for social media marketing analysis](#).

Marketer Opinion on Mandatory AI Content Labeling — By Segment, April 2026 Click column to sort

SEGMENT	SUPPORT (%)	OPPOSE (%)	NEUTRAL (%)	VS 2024 SUPPORT	KEY DRIVER
Global average	58%	24%	18%	+17pp	Regulation + audience trust
European Union	74%	14%	12%	+22pp	EU AI Act enforcement
North America	54%	28%	18%	+14pp	FTC guidance + consumer trust

Asia-Pacific	52%	26%	22%	+12pp	Platform policy awareness
Latin America	62%	20%	18%	+16pp	Consumer trust concerns
Middle East & Africa	56%	24%	20%	+18pp	Brand credibility concerns
Enterprise (1000+)	67%	18%	15%	+16pp	Legal risk + compliance culture
Mid-market (51-999)	60%	22%	18%	+18pp	Level playing field argument
Small business (1-50)	48%	34%	18%	+12pp	Competitive disadvantage concern
B2B marketers	64%	20%	16%	+18pp	Professional credibility
B2C marketers	54%	28%	18%	+16pp	Consumer trust
Heavy GenAI users	61%	22%	17%	+20pp	Seen reputational damage firsthand
Light GenAI users	52%	28%	20%	+10pp	General fairness argument

Sources: Statista Digital Marketing AI Survey April 2026, HubSpot State of AI Marketing 2026, Social Media Examiner GenAI Report 2026. Question: "Social media platforms should be required to label content generated using generative AI." Support = strongly support + support. Oppose = oppose + strongly oppose. $\pm 3\text{--}5\text{pp}$ global; $\pm 4\text{--}6\text{pp}$ segment-level.

Two numbers in the table deserve attention. First: heavy GenAI users support labeling at 61% — higher than the global average, and substantially higher than light users (52%). The people most embedded in AI-generated content production are the ones most in favour of disclosing it. That runs counter to the intuition that disclosure requirements would be most opposed by those who use AI most. It reflects a hard-earned understanding: when undisclosed AI content gets exposed — and increasingly it does — the reputational damage is severe. Second: small businesses oppose at 34% — the highest opposition of any segment. For a solo marketer competing against enterprise content budgets, the efficiency edge AI provides is not optional. Mandatory labeling that signals "this wasn't really written by us" threatens the brand equity they've spent years building on a human voice.

By Region

EU 74% Support — APAC 52% — The Regulatory Environment Drives the Opinion Gap

The regional breakdown is the starkest data in this report. European Union marketers support mandatory AI content labeling at 74% — 16 percentage points above the global average and 22 points above their own 2024 position. The driver is obvious: the EU AI Act, which entered enforcement phases in 2025-2026, includes provisions specifically requiring disclosure of AI-generated content in certain commercial contexts. EU marketers aren't just forming an abstract opinion — many of them are already legally required to label AI content for some campaigns. The distance from theoretical to practical has compressed opinion toward support.

Marketer support for mandatory AI content labeling by world region — % supporting, April 2026 Support for Mandatory AI Content Labels by Region — April 2026 (% of Marketers) EU: 74% support / 14% oppose. Latin America: 62% / 20%. Global avg: 58% / 24%. MENA: 56% / 24%. N.America: 54% / 28%. Asia-Pacific: 52% / 26%. Sources: Statista Apr 2026, HubSpot 2026. ±4-6pp per region. 74%EU — highest support 52%APAC — lowest support

Latin America's second-place support at 62% is less regulatory and more reputational. Latin American markets — particularly Brazil, Mexico, and Colombia — have seen rapid AI adoption in influencer marketing and brand social media, and several high-profile incidents of undisclosed AI-generated content damaging brand credibility have pushed marketers toward support for clear rules. North America's 54% is notably lower than Latin America despite higher regulatory sophistication — reflecting the US tradition of preferring industry self-regulation over government mandates, and genuine commercial concern that labeling requirements would disadvantage American brands competing internationally if not applied uniformly. Asia-Pacific's 52% reflects fragmented regulatory environments across the region: Australian and Japanese marketers show higher support, while South and Southeast Asian markets show lower. The broader social media user landscape across these regions is in our [global social media users worldwide analysis](#).

By Platform

LinkedIn: 68% Say It Needs Labels Most — TikTok Only 49% — Professional Context vs Entertainment Context

Share of marketers who say each platform most needs mandatory AI-generated content labeling — April 2026 (multi-select) Which Platforms Most Need AI Content Labels — April 2026 (% of Marketers) LinkedIn: 68%. Instagram: 62%. Facebook: 58%. YouTube: 54%. X/Twitter: 52%. Pinterest: 44%. TikTok: 49%.

Sources: Statista April 2026. Multi-select — platforms total exceeds 100%. ±4-6pp per platform.

68%LinkedIn — most cited

% of marketers citing each platform as most needing AI content labels — April 2026 (multi-select)

LinkedIn's top ranking (68%) is intuitive once you understand what's at stake. An AI-generated LinkedIn article presenting itself as expert human analysis can directly influence business decisions — procurement choices, hiring decisions, investment views. The potential for AI-generated professional content to mislead in consequential ways is qualitatively different from a brand's AI-generated Instagram caption. Instagram's second-place ranking (62%) reflects the platform's heavy reliance on visual content, where AI-generated images are increasingly indistinguishable from photographs — and where the authenticity of imagery is particularly important to audiences following creator accounts, travel content, or product reviews. TikTok's lower ranking (49%) doesn't mean the issue is absent — it reflects that TikTok's entertainment-first context sets different audience expectations about content authenticity from the outset. The social media platform scale context is in our [biggest social media platforms by users analysis](#).

By Company Size

Enterprise 67% Support vs Small Business 48% — Regulation Feels Different When You Have a Compliance Team

The gap between enterprise (67% support) and small business (48% support) on mandatory AI labeling is the most commercially significant segmentation in this dataset. It's not really an opinion gap about AI transparency in the abstract — it's a gap about competitive impact. Enterprise marketing teams have legal departments, compliance officers, and brand governance structures that can absorb a new disclosure requirement without dramatically changing their operations. Their concern is legal exposure from non-compliance, which makes a clear mandatory rule actually preferable to ambiguous voluntary guidelines.

Marketer support and opposition for mandatory AI content labeling by company size — April 2026 AI Content Label Support by Company Size — April 2026 (% Support vs % Oppose) Enterprise (1000+): 67% support / 18% oppose. Mid-market (51-999): 60% / 22%. Global avg: 58% / 24%. Small biz (1-50): 48% / 34%. Sources: HubSpot State of AI Marketing 2026. ±4-6pp per segment. 67%Enterprise support 34%Small biz — oppose

Small business marketers who oppose labeling (34%) are making a rational economic argument. For a three-person team producing content for a regional retail brand, AI-generated captions represent their ability to maintain a consistent posting cadence that competes with franchises running dedicated content

teams. Slapping a label on that content signals to their audience that they couldn't afford to pay a writer — which may be true, but is commercially damaging. The counterargument — made implicitly by the 48% of small business marketers who still support labeling despite this concern — is that audiences are increasingly detecting unlabelled AI content anyway, and that proactive disclosure is less damaging than being caught. The daily social media activity of the audiences receiving this content is tracked in our [daily social media usage worldwide analysis](#).

By Content Type

AI Images and Video: 78% Say Labels Needed — AI Captions: 64% — Where Marketers Draw the Disclosure Line

Not all AI-generated content is viewed equally by the marketers who support labeling. The April 2026 survey asked those who support some form of AI disclosure to specify which content types they believe most need labels — and the results reveal a clear hierarchy of concern based on deception potential. AI-generated images and video top the list at 78%: visual content carries a presumption of reality that text does not, and AI-generated imagery can misrepresent real places, real events, or real products in ways that AI-generated text typically cannot. An AI-written caption that describes a product inaccurately is problematic; an AI-generated image showing a product in an environment it has never been in is potentially fraudulent.

Content types marketers say most need AI-generated disclosure labels — % of label supporters citing each type, April 2026 (multi-select)

Content Type	% of Label Supporters
AI images & video	78%
AI-written captions & copy	64%
AI product descriptions	58%
AI-synthesized voice	54%
AI-generated data/statistics claims	48%
AI news/current events content	44%
AI scheduling/timing only	21%

Sources: Statista Apr 2026. Multi-select among label supporters. ±4-6pp. 78% Images/video — top

% of marketers supporting AI labeling who cite each content type as needing disclosure — April 2026

AI-generated data and statistics claims (48%) is an underappreciated entry in this list. When a social media post cites a statistic generated by AI — particularly if that statistic contains a hallucination — the damage extends beyond the single post to the credibility of all data-supported claims the brand makes. Marketers who support labeling for this content type are responding to a specific risk they have either experienced or witnessed: an AI-generated post citing a fabricated research finding, published without fact-checking, then shared widely before the error was caught. The AI scheduling/timing only category (21%) sits at the bottom



for obvious reasons — using AI to decide when to publish human-written content does not make the content itself AI-generated in any meaningful sense.

Trend 2024–2026

Support Up +17pp Since 2024 — Opposition Down -14pp — The Opinion Gap Is Closing Fast

Marketer support and opposition for mandatory AI content labeling 2024 vs April 2026 — % of marketers worldwide AI Content Label Opinion — 2024 vs April 2026 (% of Marketers Worldwide) Support: 41% (2024) vs 58% (Apr 2026) = +17pp. Neutral: 21% (2024) vs 18% (Apr 2026) = -3pp. Oppose: 38% (2024) vs 24% (Apr 2026) = -14pp. Sources: Statista 2024 vs Apr 2026. ±3-5pp. +17ppSupport growth - 14ppOpposition decline

The speed of the opinion shift is remarkable — particularly given how rapidly the underlying AI adoption has grown, as tracked in our [social media usage reasons worldwide analysis](#). In two years, the support-opposition gap has flipped from effectively tied (41% support, 38% oppose in 2024, a gap of just 3pp) to a decisive majority (58% support, 24% oppose in 2026, a gap of 34pp). What drove this? Three things happened simultaneously. The EU AI Act's enforcement created a regulatory reality check that moved undecided marketers toward support. High-profile cases of AI-generated social content causing brand damage became more widely known across the marketing community. And GenAI adoption moved from early adopter to mainstream — bringing millions of new marketing practitioners into contact with AI tools and into the labeling debate for the first time. The social media statistics context for this shift is in our [social media statistics and facts analysis](#).

B2B vs B2C

B2B: 64% Support — B2C: 54% — Professional Credibility Drives the Gap

Marketer support for mandatory AI content labeling — B2B vs B2C by primary reason cited, April 2026 AI Content Label Support — B2B vs B2C, Primary Reason Cited (April 2026, %) B2B top reasons for support: professional credibility 68%, legal/compliance 52%, audience trust 48%, competitive fairness 38%. B2C top reasons: audience trust 62%, brand authenticity 54%, consumer protection 46%, competitive fairness 42%. Sources: HubSpot State of AI Marketing 2026. ±4-6pp. 64%B2B support

B2B marketers B2C marketers



The B2B/B2C split in labeling support (64% vs 54%) mirrors the platform split, and for similar reasons. B2B marketing lives or dies on professional credibility — the implicit claim in every B2B social post is "we know what we're talking about, and you should trust our judgment." AI-generated content that's discovered to be unlabelled undermines that claim systematically. B2B marketers who support labeling are often doing so defensively: they'd rather disclose on their own terms than have undisclosed AI content damage the expert positioning their entire marketing strategy depends on. B2C's lower support reflects a different audience dynamic — consumer audiences are generally less sensitive to AI disclosure in entertainment or lifestyle contexts than professional audiences are in business contexts. The AI tools generating this content are profiled in our [AI market size worldwide analysis](#).

Key Statistics

Marketer Opinion on AI Content Labels — Key Statistics (April 2026)

58% Global Support for Mandatory AI Content Labels — Up From 41% in 2024 (+17pp in Two Years) Approximately 58% of marketing professionals worldwide support mandatory labeling of AI-generated content on social media as of April 2026 — up from approximately 41% in 2024, a +17 percentage point increase in two years. Opposition has declined from 38% to 24% (-14pp) over the same period. Net support (support minus oppose) has shifted from +3pp in 2024 to +34pp in April 2026 — a 31-point swing. Sources: Statista Digital Marketing AI Survey April 2026, HubSpot 2026. ±3–5 percentage points.

74% EU Marketers — Highest Regional Support at 74%, Driven by EU AI Act Enforcement Since 2025 European Union marketers support mandatory AI content labeling at approximately 74% — the highest of any region, 16pp above the global average. EU support has grown +22pp since 2024, the fastest growth of any regional segment, directly attributable to the EU AI Act entering enforcement phases in 2025–2026. Among EU marketers, approximately 62% view the AI Act's disclosure requirements positively — citing a level playing field and audience trust benefits. Sources: Statista April 2026, HubSpot 2026. ±4–6 percentage points.

78% AI Images and Video — Most Cited Content Type Needing Labels (78% of Label Supporters) Among marketers who support some form of AI content labeling, approximately 78% specifically cite AI-generated images and video as the content type most needing disclosure — the highest of any content category. AI-written captions and copy follow at 64%, AI product descriptions at 58%, and AI-synthesized voice at 54%. Only 21% believe AI scheduling and posting-time optimisation (where content is human-created but timing is AI-selected) requires disclosure. Sources: Statista Digital Marketing AI Survey April 2026. ±4–6 percentage points.

34% Small Business Opposition — Highest of Any Segment at 34%, Driven by Competitive Disadvantage Concerns Small business marketers (1–50 employees) are the

most resistant to mandatory AI content labeling, with approximately 34% opposing — the highest opposition rate of any segment, versus 18% for enterprise. Small businesses cite competitive disadvantage as the primary reason: mandatory disclosure would signal resource constraints that larger competitors do not face. Despite this resistance, 48% of small business marketers still support labeling — suggesting the audience trust argument ultimately outweighs the competitive concern even in this segment. Sources: HubSpot State of AI Marketing 2026. $\pm 4\text{--}6$ percentage points. 68% LinkedIn — Most Cited Platform Needing AI Labels (68%), Reflecting Its Professional Decision-Making Context LinkedIn is cited by approximately 68% of marketers as the platform most needing mandatory AI content labeling — the highest of any platform, ahead of Instagram (62%), Facebook (58%), and YouTube (54%). TikTok shows the lowest need-for-labels citation at 49%, reflecting the platform's entertainment-first context where audience expectations about content authenticity differ from professional platforms. The LinkedIn figure reflects specific concern about AI-generated expert content influencing professional decision-making without disclosure. Sources: Statista April 2026. $\pm 4\text{--}6$ percentage points. 61% Heavy GenAI Users Support Labels at 61% — Higher Than Light Users (52%), Inverting the Expected Pattern Marketers who use generative AI most heavily (5+ tools, daily) support mandatory labeling at approximately 61% — higher than light users (52%) and above the global average (58%). This counterintuitive finding reflects experiential learning: heavy GenAI users have seen firsthand the reputational consequences of undisclosed AI content and have formed strong opinions about disclosure as a result. The +20pp growth in support among heavy users since 2024 (the fastest of any adoption-level segment) confirms this pattern. Sources: HubSpot State of AI Marketing 2026. $\pm 4\text{--}6$ percentage points.

FAQ

Frequently Asked Questions — Marketer Opinions on AI Content Labels

Yes — **approximately 58% support mandatory labeling** as of April 2026, while 24% oppose and 18% are neutral. Support has grown +17pp since 2024 when the split was nearly tied (41% support, 38% oppose). EU marketers show the highest support at 74%. Heavy GenAI users show higher support (61%) than light users (52%) — inverting the expected pattern. Source: Statista Digital Marketing AI Survey April 2026, HubSpot 2026. $\pm 3\text{--}5$ percentage points.

LinkedIn tops the list at 68% — significantly above Instagram (62%), Facebook (58%), and YouTube (54%). LinkedIn's ranking reflects its professional context: AI-generated expert content that influences business decisions without disclosure is viewed as qualitatively more problematic than AI content in entertainment contexts. TikTok is cited least at 49%. Source: Statista April 2026. $\pm 4\text{--}6$ percentage points

per platform.

Approximately **62% of EU-operating marketers view the EU AI Act's disclosure requirements positively**, citing level playing field benefits and audience trust gains. EU marketer support for mandatory labeling overall is 74% — the highest of any region, grown +22pp since 2024. Approximately 28% view the requirements as a compliance burden, and 10% are neutral. EU AI Act awareness among all global marketers is approximately 71% as of April 2026. Source: Statista April 2026, HubSpot 2026. ±4–6 percentage points.

Significantly, **Enterprise (1,000+ employees) supports at 67%** — driven by legal risk awareness and compliance culture. **Small businesses (1–50 employees) show the highest opposition at 34%**, with only 48% support. Small businesses argue that mandatory disclosure signals resource constraints that disadvantage them against larger competitors. The competitive fairness argument runs in opposite directions: enterprise sees labeling as creating fair competition; small business sees it as exposing their AI reliance. Source: HubSpot State of AI Marketing 2026. ±4–6 percentage points.

Support has grown +17pp (from 41% to 58%) and opposition has declined -14pp (from 38% to 24%) since 2024. Net support shifted from +3pp in 2024 to +34pp in April 2026 — a 31-point swing in two years.

Three forces drove the shift: **EU AI Act enforcement** creating regulatory reality; **high-profile brand damage cases** from undisclosed AI content; and **mainstream GenAI adoption** bringing more marketers into direct contact with the issue. Source: Statista 2024 vs April 2026. ±3–5 percentage points.

Among those supporting labeling: **AI-generated images and video top at 78%**, followed by AI-written captions (64%), AI product descriptions (58%), and AI-synthesized voice (54%). The hierarchy reflects perceived deception potential — visual content carries a stronger presumption of authenticity. Only 21% believe AI-selected posting times (where content is human-created) need disclosure. Source: Statista Digital Marketing AI Survey April 2026. ±4–6 percentage points.

Heavy GenAI users (5+ tools, daily) support mandatory labeling at **61% — higher than light users at 52%**. The explanation is experiential: heavy users have seen firsthand what happens when undisclosed AI content is detected by audiences or journalists, and have developed strong preferences for disclosure as a result. They're also more likely to have had legal or compliance conversations about AI content within their organisations. Support among heavy users has grown +20pp since 2024 — the fastest of any adoption-level segment. Source: HubSpot State of AI Marketing 2026. ±4–6 percentage points.

Yes — **B2B marketers support mandatory labeling at 64%, versus 54% for B2C**. The 10pp gap reflects different stakes. B2B marketing depends on professional credibility — AI-generated expert content



discovered to be unlabelled systematically undermines the expert positioning that B2B marketing strategies are built on. B2C audiences are generally more tolerant of AI-assisted content in lifestyle or entertainment contexts. B2B supporters primarily cite professional credibility (68%) as their reason; B2C supporters primarily cite audience trust (62%). Source: HubSpot State of AI Marketing 2026. $\pm 4\text{--}6$ percentage points.

Sources

Statista — Digital Marketing AI Survey April 2026 — Primary source for global and regional opinion data on mandatory AI content labeling. Survey of approximately 3,200 marketing professionals across 42 markets, conducted January–February 2026. Question: "Social media platforms should be required to label content generated using generative AI." Single-select opinion question plus multi-select on content type preferences. $\pm 3\text{--}5$ percentage points per segment.

HubSpot — State of AI in Marketing 2026 — Cross-reference source for company size, B2B/B2C, and adoption-level breakdowns. HubSpot's annual State of Marketing report provides the deepest segmentation of AI opinion data by organisational type and adoption depth. Used for enterprise vs small business and heavy vs light user analyses throughout this report.

Social Media Examiner — GenAI in Social Media Report 2026 — Supplementary source for platform-specific labeling opinion data and trend comparison with 2024 baseline. Social Media Examiner surveys 5,700+ marketing practitioners annually with dedicated GenAI reporting since 2024.

Statista — GenAI in Marketing Historical Data 2024 — Source for 2024 baseline opinion figures used in the trend analysis. $\pm 3\text{--}5$ percentage points per figure.

Support = strongly support + support. Oppose = oppose + strongly oppose. Neutral = neutral / undecided. Platform and content type figures are from multi-select questions — totals exceed 100%. All respondents were currently using or evaluating GenAI for social media marketing. $\pm 3\text{--}5$ percentage points global figures; $\pm 4\text{--}6$ percentage points segment-level. Not legal or regulatory advice.

STATISTICS REPORT

Big Tech Compared: Revenue, Profit and AI Spending

Updated Oct 15, 2026 · businessstats.com/big-tech-companies-revenue-comparison-statistics

\$2.28T COMBINED REVENUE, LATEST FY	\$711B COMBINED OPERATING INCOME	\$428B COMBINED CAPEX, LATEST FY
\$165B FOUR HYPERSCALERS CAPEX, Q2 2026	2.28M COMBINED EMPLOYEES	\$283B CASH RETURNED TO SHAREHOLDERS

Fiscal Calendars

Six companies, four different fiscal years

Any comparison of Big Tech has to start with the calendar, because the six companies do not close their books at the same time. Alphabet, Amazon and Meta use the calendar year. Apple ends its fiscal year on the last Saturday of September, Microsoft on 30 June and Nvidia on the last Sunday of January, which means the Nvidia fiscal 2026 ran from late January 2025 to 25 January 2026 and mostly overlaps calendar 2025.

This report therefore uses each company for its latest completed fiscal year as of October 2026, plus its latest reported quarter. For the ten year history it aligns each fiscal year with the calendar year in which most of it falls. Readers who want a long head to head of only three of these firms can find it in our [Apple, Alphabet and Microsoft revenue history](#); this page looks at all six as a group and goes well beyond revenue.

COMPANY	LATEST FULL FISCAL YEAR	YEAR END	LATEST REPORTED QUARTER
Apple	Fiscal 2025	27 September 2025	Q3 fiscal 2026, to 27 June 2026
Microsoft	Fiscal 2026	30 June 2026	Q4 fiscal 2026, to 30 June 2026
Alphabet	2025	31 December 2025	Q2 2026, to 30 June 2026
Amazon	2025	31 December 2025	Q2 2026, to 30 June 2026

Meta Platforms	2025	31 December 2025	Q2 2026, to 30 June 2026
Nvidia	Fiscal 2026	25 January 2026	Q2 fiscal 2027, to 26 July 2026

Revenue Ranking

Who sells the most: revenue in the latest fiscal year

Together the six reported 2,284.7 billion dollars of revenue in their latest fiscal years, 16.8 percent more than the 1,955.7 billion dollars of the year before. Amazon is far ahead with 716.9 billion dollars and remains the only member of the group whose sales are dominated by physical goods and logistics.

Big Tech Revenue in the Latest Full Fiscal Year (billion US dollars) Each company shown for its own most recent completed fiscal year.

Data:

Apple, Microsoft, Alphabet, Amazon, Meta Platforms and Nvidia annual results.

Note:

fiscal years do not cover identical months. Compiled by BusinessStats. Switch to the table for exact figures.

Amazon is in a league of its own on sales: 716.9 billion dollars, 72 percent more than Apple in second place.

Behind Amazon the order is tight. Apple (416.2 billion dollars) and Alphabet (402.8 billion dollars) are separated by only 13.3 billion dollars, and on present trends Alphabet, which grew more than twice as fast, is closing the gap. Microsoft reached 331.8 billion dollars in the year to June 2026. Nvidia, which had less revenue than Meta a year earlier, moved past it in fiscal 2026 with 215.9 billion dollars against 201.0 billion dollars. Rankings that add Chinese platforms and other online firms are in our list of [internet companies ranked by revenue](#).

COMPANY	REVENUE	PRIOR YEAR	GROWTH	SHARE OF GROUP
Amazon	\$716.9B	\$638.0B	+12.4%	31.4%
Apple	\$416.2B	\$391.0B	+6.4%	18.2%
Alphabet	\$402.8B	\$350.0B	+15.1%	17.6%
Microsoft	\$331.8B	\$281.7B	+17.8%	14.5%

Nvidia	\$215.9B	\$130.5B	+65.5%	9.5%
Meta Platforms	\$201.0B	\$164.5B	+22.2%	8.8%
Total	\$2,284.7B	\$1,955.7B	+16.8%	100%

Growth rates now spread from single digits to more than 60 percent. Apple grew 6.4 percent, the slowest in the group, while Nvidia added 85.4 billion dollars of revenue in one year, almost as much as the whole of Meta revenue in 2021. What each company actually sells, from iPhones to search ads to cloud capacity, is broken down in our report on the [biggest revenue source of each tech company](#).

Share of the Group

How the revenue pie is divided

Seen as one pool, the six companies split their 2.28 trillion dollars very unevenly. Amazon accounts for almost a third, Apple and Alphabet for close to a fifth each, Microsoft for about one seventh, and Nvidia and Meta for less than a tenth each. The donut uses the latest full fiscal year for every company.

Share of Combined Big Tech Revenue, Latest Fiscal Year (%) Total of 2,284.7 billion US dollars.

Data:

latest full fiscal year revenue of each company.

Note:

shares are BusinessStats calculations and add to 100 percent. Compiled by BusinessStats. Switch to the table for exact figures.

One third Amazon: the e-commerce and cloud group alone generates 31.4 percent of the revenue of the six.

The split looked very different a decade ago. In 2016 Apple produced 38.0 percent of the combined revenue of these six companies and Amazon 24.0 percent. By 2025 Apple had dropped to 18.6 percent, while Amazon rose to 32.1 percent, Nvidia from 1.2 to 9.7 percent and Meta from 4.9 to 9.0 percent. The shift reflects where growth has been: cloud computing, digital advertising and AI chips rather than consumer hardware.

COMPANY	SHARE 2016	SHARE 2025	CHANGE
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Apple	38.0%	18.6%	-19.4 points
Amazon	24.0%	32.1%	+8.1 points
Microsoft	16.1%	12.6%	-3.5 points
Alphabet	15.9%	18.0%	+2.1 points
Meta Platforms	4.9%	9.0%	+4.1 points
Nvidia	1.2%	9.7%	+8.5 points

Ten Years of Revenue

A decade of combined revenue: from 568 billion to 2.23 trillion dollars

Adding the six together year by year shows how fast the group has grown as a whole. On an aligned basis, combined revenue rose from 567.6 billion dollars in 2016 to 1.09 trillion dollars in 2020 and 2.23 trillion dollars in 2025, a multiple of 3.9 and a compound annual growth rate of 16.4 percent. The group has not had a single year of falling revenue in that period.

Combined Revenue of Apple, Microsoft, Alphabet, Amazon, Meta and Nvidia, 2016 to 2025 (trillion US dollars) Each fiscal year placed in the calendar year in which most of it falls.

Data:

annual revenue from company annual reports.

Note:

Microsoft fiscal 2016 and 2017 as restated for the ASC 606 revenue standard; Nvidia fiscal 2017 to fiscal 2026 shown as 2016 to 2025; 2025 uses Microsoft fiscal 2025 (to June 2025). Compiled by BusinessStats. Switch to the table for exact figures.

Almost four times larger: combined revenue grew at 16.4 percent a year between 2016 and 2025, with no down year.

The fastest single year was 2021, when combined revenue jumped 29.2 percent, or 317 billion dollars, as pandemic demand lifted online retail, advertising, cloud and devices at the same time. The slowest were 2022 and 2023, at about 9 percent each, when advertising weakened, Meta posted its only revenue decline (to 116.6 billion dollars in 2022) and Apple dipped in fiscal 2023. Growth then accelerated again to 14.7 percent in 2024 and 16.4 percent in 2025 as AI spending took off.

COMPANY	2016 REVENUE	2025 REVENUE	MULTIPLE	ANNUAL GROWTH RATE
Nvidia	\$6.9B	\$215.9B	31.3x	46.6%
Meta Platforms	\$27.6B	\$201.0B	7.3x	24.7%
Amazon	\$136.0B	\$716.9B	5.3x	20.3%
Alphabet	\$90.3B	\$402.8B	4.5x	18.1%
Microsoft	\$91.2B	\$281.7B	3.1x	13.4%
Apple	\$215.6B	\$416.2B	1.9x	7.6%
Combined	\$567.6B	\$2,234.5B	3.9x	16.4%

Nvidia is the outlier: its revenue rose more than thirtyfold, almost all of it after 2022, when data center demand for its graphics processors exploded. Apple, the largest of the six in 2016, grew the least. Year by year histories for individual companies are available in our pages on [Alphabet annual revenue](#) and [Apple revenue by quarter since 2005](#).

Latest Quarter

The latest quarter: 677 billion dollars in three months

The most recent results, for the quarter that ended in June 2026 (July for Nvidia), show the group still accelerating. Combined revenue reached 676.8 billion dollars, up 28.0 percent from the same quarter a year earlier, well above the 16.8 percent growth of the last full fiscal years. Every company grew by double digits, including Apple at 16.4 percent.

Revenue Growth: Latest Fiscal Year vs Latest Quarter (%)Year on year growth in revenue.

Data:

company earnings releases and annual reports.

Note:

growth rates are BusinessStats calculations from reported revenue. Compiled by BusinessStats.Switch to the table for exact figures.

Faster, not slower: five of the six grew faster in the latest quarter than in their last full fiscal year; Microsoft was steady at about 18 percent.

COMPANY	QUARTER	REVENUE	GROWTH	OPERATING INCOME	OPERATING MARGIN
Amazon	Q2 2026	\$200.6B	+19.6%	\$27.5B	13.7%
Alphabet	Q2 2026	\$119.8B	+24.2%	\$40.8B	34.0%
Apple	Q3 FY2026	\$109.4B	+16.4%	\$35.7B	32.6%
Nvidia	Q2 FY2027	\$96.2B	+106%	\$63.7B	66.2%
Microsoft	Q4 FY2026	\$90.0B	+17.7%	\$40.6B	45.1%
Meta Platforms	Q2 2026	\$60.8B	+28.0%	\$18.8B	30.9%

Two quarterly milestones stand out. Nvidia, with 96.2 billion dollars, now has more quarterly revenue than Microsoft (90.0 billion dollars), and its operating income of 63.7 billion dollars was the highest of all six, ahead of Alphabet (40.8 billion dollars) and Microsoft (40.6 billion dollars). Alphabet, meanwhile, posted 119.8 billion dollars, ahead of Apple in a June quarter, helped by Google Cloud revenue of 24.8 billion dollars, up 82 percent.

Cloud is the common thread. Amazon Web Services grew 37 percent to 42.2 billion dollars, with operating income of 16.6 billion dollars, more than half of total Amazon operating income. Microsoft said Azure and other cloud services grew 43 percent in its June quarter and that Azure passed 100 billion dollars of annual revenue for the first time. How the three main cloud providers split the market is covered in our analysis of the [cloud infrastructure market](#).

Operating Margins

Operating income and margins: Nvidia and Microsoft lead

Revenue rankings and profit rankings are very different. Combined operating income in the latest fiscal years was 711.0 billion dollars, an operating margin of 31.1 percent for the group. Microsoft earned the most operating income in absolute terms, 155.2 billion dollars in fiscal 2026, followed by Apple (133.1 billion dollars), Nvidia (130.4 billion dollars) and Alphabet (129.0 billion dollars).

Operating Margin by Company, Latest Fiscal Year (%) Operating income as a share of revenue.

Data:

reported GAAP operating income and revenue.

Note:

Apple and Alphabet both round to 32.0 percent (Apple 31.97, Alphabet 32.03). Compiled by BusinessStats. Switch to the table for exact figures.

Six to one: Nvidia keeps 60 cents of every revenue dollar as operating profit, Amazon about 11 cents.

Amazon is the clear exception, with an operating margin of 11.2 percent, because retail and logistics carry thin margins. The group total masks this: Amazon produced 31 percent of the revenue of the six but only 11 percent of their operating income. Within Amazon, the cloud unit does most of the earning, as our data on [Amazon operating income by segment](#) shows.

COMPANY	OPERATING INCOME	PRIOR YEAR	OPERATING MARGIN
Microsoft	\$155.2B	\$128.5B	46.8%
Apple	\$133.1B	\$123.2B	32.0%
Nvidia	\$130.4B	\$81.5B	60.4%
Alphabet	\$129.0B	\$112.4B	32.0%
Meta Platforms	\$83.3B	\$69.4B	41.4%
Amazon	\$80.0B	\$68.6B	11.2%
Total	\$711.0B	\$583.6B	31.1%

Margins are now under pressure at the heaviest spenders. Meta reported an operating margin of 31 percent in the June 2026 quarter, down from 43 percent a year earlier, as costs rose 55 percent, including 2.40 billion dollars of legal charges and 1.18 billion dollars of severance. Rising depreciation from new data centers is the main structural reason, and it will grow as the 2025 and 2026 capex flows through the income statement.

Net Income

Net income: why reported profits need a second look

Net income for the six totalled 636.1 billion dollars in their latest fiscal years. Microsoft reported the most at 133.7 billion dollars, followed by Alphabet (132.2 billion dollars), Nvidia (120.1 billion dollars) and Apple (112.0 billion dollars). Nvidia had the highest net margin at 55.6 percent, Amazon the lowest at 10.8 percent.

COMPANY	NET INCOME	NET MARGIN	ITEMS TO NOTE
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Microsoft (FY2026)	\$133.7B	40.3%	Up 31% from \$101.8B
Alphabet (2025)	\$132.2B	32.8%	Higher than operating income because of non-operating income
Nvidia (FY2026)	\$120.1B	55.6%	Up from \$72.9B
Apple (FY2025)	\$112.0B	26.9%	Up from \$93.7B
Amazon (2025)	\$77.7B	10.8%	Up from \$59.2B
Meta Platforms (2025)	\$60.5B	30.1%	Includes a one-time non-cash tax charge of \$15.93B

Several of these figures are distorted by one-off items, which is why operating income is the better guide to the underlying business. Meta recorded a one-time, non-cash income tax charge of 15.93 billion dollars in the third quarter of 2025 after the One Big Beautiful Bill Act was enacted, which pushed its net income below the 2024 level even though operating income rose 20 percent.

In 2026 the distortion runs the other way. Alphabet reported net income of 112.2 billion dollars for the June 2026 quarter, almost three times its operating income, because of a net gain of 98.0 billion dollars, mainly unrealised gains on equity securities. Amazon reported quarterly net income of 62.6 billion dollars, including 53.4 billion dollars of non-operating pre-tax income, primarily from its investments in Anthropic. Long run profit histories for one company are in our series on [Apple net income since 2005](#).

AI Capex Race

The AI capex race: spending from 2023 to 2026

Capital expenditure is where Big Tech has changed most since 2023. The four companies that run large cloud and AI data center fleets, Amazon, Alphabet, Microsoft and Meta, spent a combined 140.1 billion dollars on property and equipment in 2023. In 2025 the figure was 357.5 billion dollars, and guidance for 2026 adds up to roughly 730 billion dollars, about twice the 2025 level.

Capital Expenditure of the Four Hyperscalers, 2023 to 2026 Guidance (billion US dollars) 2023 to 2025: cash purchases of property and equipment. 2026: latest guidance.

Data:

Amazon, Alphabet, Microsoft and Meta filings and earnings calls.

Note:

Microsoft fiscal years to June for 2023 to 2025, calendar 2026 guidance of about \$175B including finance leases. Meta 2026 is the midpoint of \$130B to \$145B including finance lease principal; Alphabet midpoint of \$195B to \$205B; Amazon about \$220B. 2026 = guidance, not actual. Compiled by BusinessStats. Switch to the table for exact figures.

Five times in three years: combined capex of the four is on course to rise from about 140 billion dollars in 2023 to roughly 730 billion dollars in 2026.

The run rate is already visible in the quarterly numbers. In the three months to June 2026, Amazon spent 54.2 billion dollars on property and equipment, Alphabet 44.9 billion dollars, Microsoft 35.8 billion dollars and Meta 30.1 billion dollars: 165.0 billion dollars in one quarter, up 87 percent from 88.2 billion dollars a year earlier. Amazon alone spent 173.0 billion dollars over the twelve months to June 2026.

COMPANY	FIRST GUIDANCE	LATEST GUIDANCE (JULY 2026)	BASIS
Amazon	About \$200B (February)	About \$220B	Cash capex, calendar 2026
Alphabet	\$175B to \$185B (February)	\$195B to \$205B	Calendar 2026
Microsoft	About \$190B (April)	About \$175B	Calendar 2026, includes finance leases; cut reflects lease reclassification, not lower spending
Meta Platforms	\$115B to \$135B (January)	\$130B to \$145B	Includes principal payments on finance leases

Each revision except the Microsoft one went up. Alphabet raised its range twice and said capex will rise significantly again in 2027. Amazon said the increase to about 220 billion dollars was driven mainly by higher memory costs. Microsoft lowered its reported figure from about 190 billion dollars to about 175 billion dollars only because more future data center leases will be classified as operating leases, which are not counted in capex; its CFO said underlying calendar 2026 investment plans were unchanged.

Capex intensity shows how differently the six are positioned. In their latest fiscal years Microsoft (34.9 percent) and Meta (34.7 percent) spent more than a third of revenue on property and equipment, Alphabet 22.7 percent and Amazon 18.4 percent. Apple (3.1 percent) and Nvidia (2.8 percent) are light by comparison: Apple relies on contract manufacturers and Nvidia on chip foundries. The heavy spending has a cost: Amazon reported free cash flow of minus 7.6 billion dollars for the twelve months to June 2026.

Physical capacity being built is tracked in our [data center statistics](#).

COMPANY	CAPEX	SHARE OF REVENUE	YEAR ON YEAR
Amazon (2025)	\$131.8B	18.4%	+59%
Microsoft (FY2026)	\$115.9B	34.9%	+80%
Alphabet (2025)	\$91.4B	22.7%	+74%
Meta Platforms (2025)	\$69.7B	34.7%	+87%
Apple (FY2025)	\$12.7B	3.1%	+35%
Nvidia (FY2026)	\$6.0B	2.8%	+87%
Total	\$427.7B	18.7%	n/a

Where the Capex Goes

Where the capex goes: Nvidia sits on the other side of the trade

A large part of what the hyperscalers spend ends up as Nvidia revenue, which makes Nvidia the one member of the group whose sales depend directly on the investment budgets of the others. Nvidia reported data center revenue of 193.7 billion dollars in fiscal 2026, about 90 percent of its total, and 89.0 billion dollars in the quarter to July 2026 alone, up 117 percent.

The customer base is concentrated. In its fiscal 2026 annual report, Nvidia said one direct customer accounted for 22 percent of total revenue and another for 14 percent, and that some indirect customers, which buy through system makers and cloud providers, individually represent 10 percent or more of revenue. Nvidia does not name them in the filing. It guided to revenue of 108.0 billion dollars, plus or minus 2 percent, for the quarter to October 2026, assuming no data center compute revenue from China. More on the chipmaker is in our [Nvidia statistics and facts](#).

How the capex race links the six

- Amazon, Alphabet, Microsoft and Meta spent about 357.5 billion dollars on property and equipment in 2025 (Microsoft fiscal 2025), while Nvidia booked 193.7 billion dollars of data center revenue in its fiscal 2026.
- Servers, chips and networking are short lived assets: Microsoft said about two thirds of its June quarter capex went to short lived assets, mainly CPUs and GPUs.

- Amazon, Alphabet, Microsoft and Meta are cloud and AI rivals, yet all four are also large Nvidia customers and design their own AI chips.

Research Spending

Research and development: 207 billion dollars a year

Five of the six report a research and development line, and together they spent 207.1 billion dollars on it in their latest fiscal years. Alphabet spent the most, 61.1 billion dollars, followed by Meta at 57.4 billion dollars, which is 28.5 percent of its revenue, the highest research intensity in the group. Microsoft spent 35.6 billion dollars, Apple 34.6 billion dollars and Nvidia 18.5 billion dollars.

COMPANY	R&D EXPENSE	SHARE OF REVENUE	PRIOR YEAR
Alphabet (2025)	\$61.1B	15.2%	\$49.3B
Meta Platforms (2025)	\$57.4B	28.5%	\$43.9B
Microsoft (FY2026)	\$35.6B	10.7%	\$32.5B
Apple (FY2025)	\$34.6B	8.3%	\$31.4B
Nvidia (FY2026)	\$18.5B	8.6%	\$12.9B
Amazon (2025)	Not reported separately	n/a	n/a

Amazon does not report R&D. Its closest line, technology and infrastructure, was 108.5 billion dollars in 2025, but it also includes the cost of running data centers and AWS, so it is not comparable. Research budgets are still rising fast in 2026: Apple spent 11.7 billion dollars in its June 2026 quarter, up 32 percent, Alphabet 18.2 billion dollars (up 32 percent) and Meta 21.7 billion dollars. The long run Apple series is in our data on [Apple research and development spending](#).

Employees

Employees and revenue per employee

The six employed about 2.28 million people at the end of their latest fiscal years, and Amazon accounts for 1.58 million of them, 69 percent of the total, because of its warehouses and delivery network. The others are far smaller: Microsoft 223,000, Alphabet 190,820, Apple about 166,000, Meta 78,865 and Nvidia about 42,000.

Revenue per Employee, Latest Fiscal Year (million US dollars)Revenue divided by year end headcount.

Data:

headcount as reported at fiscal year end: Apple full-time equivalent, Microsoft full-time, Amazon full-time and part-time.

Note:

definitions differ slightly between companies. Compiled by BusinessStats.Switch to the table for exact figures.

11 times apart: Nvidia generated about 5.1 million dollars of revenue per employee, Amazon about 455,000 dollars.

Revenue per employee ranges from about 455,000 dollars at Amazon to 5.14 million dollars at Nvidia. Profit per employee is even more uneven: Nvidia earned about 2.86 million dollars of net income per employee in fiscal 2026, against about 49,000 dollars at Amazon. Among the software and advertising companies, Meta (2.55 million dollars of revenue per employee) and Apple (2.51 million dollars) lead Alphabet (2.11 million dollars) and Microsoft (1.49 million dollars).

COMPANY	FISCAL YEAR END	EMPLOYEES	LATEST UPDATE
Amazon	Dec 2025	1,576,000	1,595,000 (June 2026)
Microsoft	Jun 2026	223,000	121,000 in the US, 102,000 abroad
Alphabet	Dec 2025	190,820	198,933 (June 2026)
Apple	Sep 2025	about 166,000	next update with fiscal 2026 report
Meta Platforms	Dec 2025	78,865	75,472 (June 2026)
Nvidia	Jan 2026	about 42,000	in 38 countries

Headcount is barely growing while capex explodes. Microsoft ended fiscal 2026 with 223,000 people, fewer than the 228,000 a year earlier, and Meta had 75,472 employees in June 2026, down 1 percent, after a headcount reduction in May 2026 that affected about 8,000 staff. Amazon added only 1 percent in 2025. Apple workforce history is in our series on [the number of Apple employees](#).

Buybacks and Dividends

Cash returned to shareholders: 283 billion dollars

In their latest fiscal years the six returned 283.2 billion dollars to shareholders through share repurchases and dividends. Apple alone returned 106.1 billion dollars (90.7 billion dollars of buybacks and 15.4 billion dollars of dividends), equal to 95 percent of its net income. Alphabet returned 55.8 billion dollars, Microsoft 48.7 billion dollars, Nvidia 41.1 billion dollars and Meta 31.6 billion dollars.

Cash Returned to Shareholders, Latest Fiscal Year (billion US dollars)Cash paid for share repurchases plus dividends.

Data:

repurchases of common stock and dividends paid from each cash flow statement.

Note:

Amazon pays no dividend and made no repurchases in 2025. Compiled by BusinessStats.Switch to the table for exact figures.

Apple still dwarfs the rest: its 106.1 billion dollars of payouts were almost twice the next largest.

COMPANY	BUYBACKS	DIVIDENDS	TOTAL	SHARE OF NET INCOME
Apple	\$90.7B	\$15.4B	\$106.1B	95%
Alphabet	\$45.7B	\$10.0B	\$55.8B	42%
Microsoft	\$22.3B	\$26.4B	\$48.7B	36%
Nvidia	\$40.1B	\$1.0B	\$41.1B	34%
Meta Platforms	\$26.2B	\$5.3B	\$31.6B	52%
Amazon	\$0	\$0	\$0	0%

2026 shows the capex race starting to crowd out buybacks. Alphabet bought back no shares in the first half of 2026 after 45.7 billion dollars in 2025, and Meta also made no repurchases in the first half, after 26.2 billion dollars in 2025; both kept paying dividends. Apple and Nvidia, which spend little on data centers, kept going: Apple repurchased 62.1 billion dollars of stock in the nine months to June 2026 and Nvidia 39.0 billion dollars in the six months to July 2026, with about 99.0 billion dollars of authorisation left. How payouts and growth feed into valuations is shown in our ranking of the [biggest companies by market value](#).

Corrected Figures

Figures corrected from the previous edition

The March 2026 version of this page contained several numbers that do not match the company filings. They have been checked against the original documents and replaced.

Corrections after checking the filings

- Meta 2025 net income was 60.5 billion dollars, not 83.3 billion dollars; 83.3 billion dollars was its operating income.
- Amazon 2025 net income was 77.7 billion dollars, not about 59 billion dollars; 59.2 billion dollars was the 2024 figure.
- Microsoft fiscal 2025 net income was 101.8 billion dollars, not about 108 billion dollars. Its fiscal 2026 net income was 133.7 billion dollars.
- Amazon spent 131.8 billion dollars on property and equipment in 2025; the figure of about 200 billion dollars was its plan for 2026, later raised to about 220 billion dollars.
- The six employ about 2.28 million people, not more than 2.5 million.
- Nvidia growth of 114 percent referred to fiscal 2025; in fiscal 2026 revenue grew 65.5 percent to 215.9 billion dollars.
- Market capitalisation figures and analyst forecasts were removed because they could not be tied to a primary source at a fixed date.

What to Watch

What to watch in the next results

The next round of results, for the quarter to September 2026, is expected from late October. Apple will also report its full fiscal 2026, which will change the combined annual figure again; after nine months Apple revenue stood at 364.4 billion dollars, up 16.2 percent. Company guidance for the September quarter points to continued growth: Amazon expects net sales of 197.0 to 202.0 billion dollars and operating income of 22.5 to 26.5 billion dollars, and Meta expects revenue of 61 to 64 billion dollars.

Three numbers will matter most for the group. First, whether hyperscaler capex keeps rising in line with guidance of roughly 730 billion dollars for 2026, and what Alphabet, Amazon, Meta and Microsoft signal for 2027. Second, whether margins hold as depreciation climbs, with the Meta decline from 43 to 31 percent



an early warning. Third, whether Nvidia meets its 108.0 billion dollar revenue outlook, which would confirm that the spending is still flowing to suppliers. The wider market behind this spending is sized in our report on the [AI market worldwide](#), and the advertising side of the Meta business in our [Facebook statistics](#).

Key Facts

Big Tech compared in eight numbers

\$2.28T Combined revenue Latest full fiscal years. 31.1% Group operating margin \$711B of operating income. 60.4% Nvidia operating margin Fiscal 2026, highest of six. 16.4% Annual growth 2016 to 2025 Combined, aligned fiscal years. \$165B Four hyperscalers capex One quarter, April to June 2026. \$207B Combined R&D Five companies, Amazon excluded. \$5.1M Nvidia revenue per employee About 42,000 staff. \$106B Apple payouts Buybacks and dividends, FY2025. FAQ

Questions about how the Big Tech companies compare

Apple, Microsoft, Alphabet, Amazon, Meta and Nvidia reported combined revenue of 2,284.7 billion dollars in their latest full fiscal years, 16.8 percent more than a year earlier.

Amazon, with 716.9 billion dollars in 2025, followed by Apple (416.2 billion dollars in fiscal 2025) and Alphabet (402.8 billion dollars in 2025).

Microsoft had the most operating income, 155.2 billion dollars in fiscal 2026, and the most net income, 133.7 billion dollars. Nvidia had the highest margins: 60.4 percent operating and 55.6 percent net.

Nvidia. Its revenue grew 65.5 percent in fiscal 2026 and 106 percent year on year in the quarter to July 2026, reaching 96.2 billion dollars.

Amazon, Alphabet, Microsoft and Meta spent 165 billion dollars on property and equipment in the quarter to June 2026, and their 2026 guidance adds up to roughly 730 billion dollars, about twice the 2025 level.

About 2.28 million at the end of their latest fiscal years, of which Amazon accounts for 1.58 million. Nvidia is the smallest employer with about 42,000 staff.

Nvidia, with about 5.1 million dollars of revenue per employee in fiscal 2026, against about 455,000 dollars at Amazon.

A combined 283.2 billion dollars in buybacks and dividends in their latest fiscal years, led by Apple with 106.1 billion dollars. Amazon pays no dividend and made no repurchases.



Apple ends its fiscal year in late September, Microsoft on 30 June and Nvidia in late January, while Alphabet, Amazon and Meta use the calendar year, so each company is compared on its own latest full year.

Sources

[Apple Inc.](#) - Form 10-K for fiscal 2025, fiscal 2025 fourth quarter earnings release and third quarter fiscal 2026 earnings release (Form 8-K).

[Microsoft Corporation](#) - Form 10-K for fiscal 2026, fiscal 2026 and fiscal 2024 fourth quarter earnings releases, and the fiscal 2026 fourth quarter earnings call.

[Alphabet Inc.](#) - fourth quarter 2025, fourth quarter 2024 and second quarter 2026 earnings releases, and earnings calls of February and July 2026.

[Amazon.com, Inc.](#) - fourth quarter 2025, fourth quarter 2024 and second quarter 2026 earnings releases, and earnings calls of February and July 2026.

[Meta Platforms, Inc.](#) - fourth quarter and full year 2025, fourth quarter 2024, third quarter 2025 and second quarter 2026 earnings releases.

[NVIDIA Corporation](#) - Form 10-K for fiscal 2026, fourth quarter fiscal 2026 and second quarter fiscal 2027 earnings releases.

[US Securities and Exchange Commission, EDGAR](#) - annual reports on Form 10-K of all six companies for fiscal years 2016 to 2025, used for the ten year revenue history.

Totals, shares, growth rates, margins, capex intensity, per employee values and payout ratios are BusinessStats calculations from reported figures. Capex is cash purchases of property and equipment (Nvidia includes intangible assets) unless stated; 2026 capex values are company guidance as of July 2026, not actual spending. Market capitalisation and analyst forecasts from the previous edition have been removed.



STATISTICS REPORT

AI Market Size Worldwide — 2020 to 2031

Statistics & Facts

Updated Mar 19, 2026 · businessstats.com/ai-market-size-worldwide

\$390B AI MARKET 2025	37% CAGR 2020–2031	\$1.81T PROJECTED 2031
\$100B+ AI INVESTMENT 2025	46% GENAI CAGR	\$15.7T PWC GDP IMPACT 2030

Overview

Global AI Market 2020–2031 — The Fastest Growing Technology Market in History

Artificial intelligence is experiencing the most rapid market expansion of any technology sector in history — surpassing the internet in the 1990s, smartphones in the 2000s, and cloud computing in the 2010s. The global AI market stood at **\$62 billion in 2020**, grew to **\$390 billion by 2025**, and is projected to reach **\$1.81 trillion by 2031**. This represents a CAGR of approximately 37% — compound annual growth that turns every dollar invested in 2020 into roughly \$29 by 2031. No technology market in history has scaled at this speed across this magnitude of absolute dollar value.

The market acceleration from 2022 onwards reflects the impact of generative AI — the technology behind ChatGPT, Google Gemini, Anthropic Claude, and image generators like Midjourney and DALL-E. Generative AI transformed AI from a largely enterprise back-office technology into a consumer phenomenon with mass-market adoption. OpenAI's ChatGPT reached 100 million users in just 2 months — the fastest consumer application adoption in recorded history. This triggered an enormous wave of enterprise spending, venture capital investment, and government programmes that have fundamentally restructured the AI market trajectory. For the broader technology investment picture, see our [Nasdaq stock market statistics](#) and [Alphabet annual revenue data](#).

The global AI market is growing at 37% CAGR — the fastest technology market expansion in history. From \$62B in 2020 to a projected \$1.81T by 2031, AI is reshaping every industry from healthcare and finance to

retail, manufacturing, and education.

Market Size Chart

Global AI Market Size 2020–2031 — Bar Chart

The chart below shows the global AI market size from 2020 through 2025 (actual/estimated) and 2026–2031 (projected). The exponential growth curve is clearly visible — particularly the acceleration from 2022 driven by generative AI. Note that AI market size estimates vary significantly between research firms due to differing scope definitions: some measure only AI software platforms, others include hardware (NVIDIA GPUs, AI servers), and others encompass AI-enabled services (consulting, implementation). The figures here represent blended consensus estimates across Grand View Research, IDC, McKinsey, and Gartner. Hover over bars for year-by-year data.

Global AI Market 2020–2031 Global AI Market Size — USD Billions (2020 to 2031) Grand View Research · IDC · McKinsey · Gartner · *2026–2031 = projected consensus \$390B2025 Estimate Actual / Estimated Projected * ▲CAGR ~37% · 29x growth 2020–2031 Sources: Grand View Research · IDC Worldwide AI Spending Guide · Gartner · McKinsey · Bloomberg Intelligence · *2026–2031 consensus projection

Full Data Table

AI Market Size by Year — Complete Data 2020 to 2031

Global AI Market Size 2020–2031 — Full DatasetClick columns to sort

YEAR	MARKET SIZE (USD)	YOY GROWTH	GENAI SHARE	STATUS	KEY DRIVER
2020	\$62B	+24%	~2%	Actual	COVID digital acceleration
2021	\$94B	+52%	~3%	Actual	Enterprise AI adoption surge
2022	\$142B	+51%	~5%	Actual	MLOps, AI chips, cloud AI
2023	\$207B	+46%	~18%	Actual	ChatGPT / GenAI explosion
2024	\$279B	+35%	~28%	Actual	Enterprise GenAI deployment
2025	\$390B	~+40%	~38%	Estimated	AI agents, AI PCs, GenAI scale
2026*	\$540B*	~+38%*	~45%*	Projected	Agentic AI, multimodal models
2027*	\$740B*	~+37%*	~50%*	Projected	AI-native software, robotics



2028*	\$1.01T*	~+36%*	~55%*	Projected	AI healthcare, finance at scale
2029*	\$1.30T*	~+29%*	~58%*	Projected	Physical AI, autonomous systems
2030*	\$1.57T*	~+21%*	~62%*	Projected	AGI-adjacent, mass deployment
2031*	\$1.81T*	~+15%*	~65%*	Projected	AI infrastructure maturity

Market Segments

AI Market by Segment — Software, Hardware & Services 2025

The AI market consists of three broad segments: **AI Software** (platforms, applications, algorithms, foundation models), **AI Hardware** (NVIDIA GPUs, TPUs, AI servers, custom silicon), and **AI Services** (consulting, integration, managed services). AI software is both the largest and fastest-growing segment driven by the enormous addressable market for AI applications across every industry vertical. AI hardware is the most visible segment due to NVIDIA's extraordinary stock performance — the company's market cap briefly exceeded \$3 trillion in 2024 on AI chip demand. AI services is the most fragmented, spanning McKinsey AI strategy work to Accenture implementation to thousands of specialised AI consultancies. For the stock market context on AI hardware companies, see our comprehensive [financial markets statistics](#) and [stock market terminology guide](#).

AI Market Segments — 2025 Breakdown Global AI Revenue by Segment — 2025 % of \$390B total · Grand View Research · IDC · 2025 estimate

Regional Breakdown

AI Market by Region — North America Leads, Asia-Pacific Closes Fast

North America holds approximately 37% of the global AI market, driven by the concentration of AI-native companies (Google, Microsoft, Amazon, Meta, OpenAI, Anthropic) and the world's deepest venture capital ecosystem. The US government has also emerged as a major AI spender — the CHIPS and Science Act allocated \$52 billion for semiconductor manufacturing, and the FY2026 federal budget includes substantial AI research funding across DARPA, NIH, and civilian agencies. Asia-Pacific is the second-largest region at approximately 28%, with China accounting for the majority. China's AI is concentrated in large state-backed companies (Baidu, Alibaba, Tencent, Huawei) and a growing ecosystem of AI startups. Europe holds approximately 20% share, constrained by the EU AI Act regulatory framework which, while providing consumer protections, has also raised compliance costs for AI deployers. For the broader digital economy

context, see our [Alibaba statistics](#) and [Amazon statistics](#).

AI Market Share by Region — 2025 Global AI Market — Regional Share 2025 % of \$390B total · IDC
Worldwide AI Spending Guide · McKinsey 2025

Generative AI

Generative AI Market — 46% CAGR, \$1.3 Trillion by 2032

Generative AI — technology that creates new content (text, images, audio, video, code) rather than merely analysing existing data — has transformed from a research curiosity to a multi-hundred-billion dollar market in just three years. Bloomberg Intelligence projects the generative AI market will grow from approximately \$45 billion in 2023 to **\$1.3 trillion by 2032**, a CAGR of 46%. This extraordinary growth reflects both the breadth of generative AI's applications (every knowledge worker is a potential user) and enterprise willingness to pay significant licensing fees for frontier models.

The generative AI market operates in three layers: **Foundation Models** (OpenAI, Anthropic, Google DeepMind, Meta AI, Mistral — training large language models from scratch), **Infrastructure** (NVIDIA chips, cloud providers AWS/Azure/GCP providing compute), and **Applications** (thousands of companies building products on top of foundation models — from GitHub Copilot to Salesforce Einstein). The application layer is where most long-term value will likely be captured. Whoever owns the end-user relationship and embeds AI into daily workflows creates switching costs that protect revenue. For company-level data on the biggest AI players see our [Google statistics](#) and [Alphabet revenue breakdown](#).

Market Milestone ChatGPT — 100 Million Users in 2 Months: The Fastest Consumer App in History

OpenAI launched ChatGPT on 30 November 2022 and reached 100 million monthly active users by January 2023. TikTok took 9 months, Instagram 2.5 years, Facebook 4.5 years. By 2025, ChatGPT had approximately 400 million weekly active users. OpenAI's valuation reached \$157 billion in 2024 — roughly equivalent to Goldman Sachs' market capitalisation, making it the most valuable AI startup in history.

Broader AI assistant ecosystem: Google Gemini, Microsoft Copilot, Meta AI, and Anthropic Claude collectively serve over one billion monthly users across all platforms.

AI Investment

Global AI Investment — Over \$100 Billion in 2025

AI investment reached unprecedented levels in 2025. Total global AI investment — combining venture capital (\$50B+), corporate R&D (\$30B+), and government spending (\$20B+) — exceeded **\$100 billion** for the first time. The US accounts for approximately 60% of global private AI investment. Largest corporate AI commitments in 2025-2026: Microsoft (\$100B committed to AI infrastructure including its OpenAI partnership), Google (\$75–80B in AI capex), Meta (\$60–65B), Amazon (\$50–60B+). These Big Tech hyperscaler investments are primarily in AI infrastructure — data centres, GPUs, subsea cables — reflecting the capital-intensive reality of training and serving frontier AI models at scale. NVIDIA became the world's most valuable public company briefly in 2024, its data centre revenue growing from \$15B in FY2023 to \$80B+ in FY2025.

\$100B+Total AI Investment 2025 \$50B+Venture Capital 2025 60%US Share of Global AI VC \$157BOpenAI Valuation 2024 \$100BMicrosoft AI Commitment \$52BUS CHIPS Act

Industry Verticals

AI Spending by Industry Vertical — Financial Services Leads

AI investment is not evenly distributed across industries. Financial services leads AI spending globally, accounting for approximately 17% of total AI market value. Banks, hedge funds, and insurance companies use AI for algorithmic trading, fraud detection, credit scoring, regulatory compliance automation, and personalised financial advice. Healthcare and life sciences is the second-largest vertical — AI is being deployed for drug discovery (reducing development timelines from 10+ years), medical imaging diagnostics, electronic health records management, and clinical trial optimisation. Retail and e-commerce is third, with Amazon, Alibaba, and other large platforms investing heavily in AI for product recommendations, inventory management, dynamic pricing, and autonomous logistics. For more on the largest digital commerce platforms see our [Alibaba statistics](#) and [Amazon statistics](#).

Trends & Line Chart

AI Market Trends 2020–2031 — Four Key Metrics Compared

The chart below tracks four critical AI market indicators from 2020 to 2031: **Total AI Market** (all segments combined), **Generative AI** (the fastest-growing sub-segment), **Global AI Investment** (VC + corporate + government), and **NVIDIA AI/Data Centre Revenue** (the most concrete real-time infrastructure spending proxy). Each line tells a different part of the AI story — the total market shows the scale, GenAI shows the



acceleration, investment shows capital commitment, and NVIDIA shows actual hardware demand.

AI Trends 2020–2031 Total AI, GenAI, Investment & NVIDIA Revenue — 2020 to 2031* USD Billions ·
Multiple sources · *2026–2031 projected \$540B Total AI 2026*

▲ GenAI 46% CAGR · overtakes traditional AI by 2028 Sources: Grand View Research · Bloomberg
Intelligence · IDC · NVIDIA earnings · *2026–2031 projected

The divergence between total AI market and the generative AI sub-segment from 2023 reflects how rapidly GenAI has come to dominate AI investment flows. NVIDIA's AI chip revenue — growing from approximately \$5 billion in 2022 to over \$80 billion in 2025 — is the most concrete real-time indicator of actual AI infrastructure spending. Every frontier model (GPT-4o, Gemini Ultra, Claude 3.5 Sonnet) required billions of dollars of NVIDIA GPU compute to train. Ongoing inference — serving AI responses to billions of daily users — adds further billions in annual infrastructure costs, driving sustained hardware demand through the forecast period.

NVIDIA's AI chip revenue grew from \$5 billion in 2022 to over \$80 billion in FY2025 — the fastest corporate revenue growth in history. A single frontier AI model training run can cost \$50–150 million in compute. Ongoing inference (serving AI responses to users) adds billions more in annual infrastructure costs for each major model deployment.

Key Statistics

AI Market Key Facts & Statistics 2026

Global AI Market — Core Statistics 2026 AI Market Size Worldwide — Complete Fact Sheet \$62B AI Market
2020 (Base Year) \$390B AI Market 2025 (Estimated) \$1.81T AI Market 2031 (Projected) 37% CAGR
2020–2031 46% GenAI CAGR through 2030 \$15.7T PwC AI GDP Contribution 2030

Key Players

AI Market Key Players — Company Revenue Rankings 2025

The AI market is dominated by technology giants who have data, compute, and research talent to build foundational AI systems. **Microsoft** leads in enterprise AI revenue through its \$13 billion investment in OpenAI and subsequent integration of AI across Azure (estimated \$25B+ in AI-related cloud revenue), Microsoft 365 Copilot at \$30/user/month for 300M+ Office users, and GitHub Copilot with 1.8 million paying subscribers. Microsoft is uniquely positioned as the enterprise AI distribution channel — almost

every large organization already pays for Microsoft software, making AI upsells structurally easier than for pure AI startups. **Google (Alphabet)** is the most AI-pervasive company globally — AI is embedded in Search, YouTube, Ads, Maps, Gmail, and Cloud. For full Google context see our [Google statistics](#).

NVIDIA has become the defining infrastructure company of the AI era. Its H100 and H200 GPUs are the computational engines powering virtually every major AI model. Data center revenue grew from \$15 billion in fiscal 2022 to over \$90 billion in fiscal 2025 — one of the most rapid revenue accelerations in semiconductor history. NVIDIA's CUDA software platform creates significant switching costs that give it structural pricing power. **Amazon Web Services** integrates AI across SageMaker, Bedrock, Alexa, and custom chips (Trainium, Inferentia). For Amazon's broader context see our [Amazon statistics](#).

OpenAI — valued at \$157 billion in 2024 — is the most valuable private technology company in the world and the primary driver of the current AI boom through ChatGPT and GPT-4. Revenue grew from \$28 million in 2022 to an estimated \$3.7 billion in 2024. **Anthropic** — founded by former OpenAI researchers — has raised \$7.3 billion from Amazon and Google, focusing on AI safety and the Claude model family. **xAI** (Elon Musk) launched Grok integrated with X/Twitter and raised \$6 billion at a \$24 billion valuation in 2024. The competitive dynamics among frontier AI labs are intense — talent costs are extraordinary, compute requirements grow exponentially, and winner-take-most dynamics create enormous incentives to maintain performance leadership. For stock investment context see our [stock market terminology guide](#).

AI Venture Capital — \$110 Billion Invested in 2025

AI startup funding has set consecutive records. In 2025, global AI venture capital investment reached approximately \$110 billion — representing 35% of all venture capital deployed globally. This is up from \$91 billion in 2024, \$46 billion in 2023, and \$15 billion in 2020. The top 10 AI deals in 2025 collectively raised over \$30 billion, with individual mega-rounds including OpenAI (\$6.6B at \$157B valuation), xAI (\$6B), Anthropic (\$4B from Amazon), Scale AI (\$1B), and Mistral (\$1.1B). Late-stage AI companies are commanding valuation multiples of 20-50x forward revenue — reflecting extraordinary growth expectations. The AI IPO pipeline for 2026-2028 is substantial, with Databricks, Perplexity, Cohere, and various AI infrastructure firms considered likely public market candidates.

AI Adoption Statistics — From 20% to 72% in Eight Years

Enterprise AI adoption has crossed a critical threshold. McKinsey's 2025 Global Survey found that **72% of organisations globally** had adopted AI in at least one business function — up from 55% in 2023, 50% in 2022, and just 20% in 2017. The most common AI use cases: natural language processing for customer

service (56% of adopting organisations), computer vision for quality inspection (44%), predictive analytics for demand forecasting (42%), and generative AI for content creation (38%). However, the gap between AI adoption and value realisation is significant — only 28% report having scaled AI to deliver measurable enterprise-wide impact. Common barriers include data quality issues (55%), talent shortages (50%), integration complexity (45%), and unclear ROI frameworks (40%). Organisations that have successfully scaled AI report productivity improvements of 15-40% in AI-augmented roles, and cost reductions of 10-25% in AI-automated processes. For the US market context see our [US financial markets statistics](#).

FAQ

Frequently Asked Questions — AI Market Size

The global AI market is estimated at approximately **\$390 billion in 2025**, up ~40% from \$279B in 2024. Generative AI accounts for approximately 38% (~\$148B) of total spend. NVIDIA alone generates \$80B+ in AI chip revenue. Estimates vary by research firm: Grand View Research (\$390B), IDC (\$380B), Gartner (\$360B) — differences reflect varying scope definitions.

The global AI market is projected to reach approximately **\$1.81 trillion by 2031** (Grand View Research consensus). By 2030, PwC estimates AI will contribute \$15.7 trillion to global GDP. Goldman Sachs projects AI could add 7% to global GDP. McKinsey estimates AI's economic impact at \$2.6–4.4 trillion annually from productivity gains.

Generative AI is growing at 46% CAGR — from \$45B in 2023 to projected \$1.3T by 2032 (Bloomberg Intelligence). AI chips/hardware is the fastest-growing hardware segment. Healthcare AI and financial services AI are the fastest-growing industry verticals by absolute dollar spend.

North America leads decisively — approximately 37% of global AI market (~\$145B in 2025), driven by US tech giants and the world's most active AI venture capital ecosystem. Asia-Pacific is #2 at 28%, with China the dominant force. Europe holds approximately 20% but faces regulatory headwinds from the EU AI Act. The UK, Canada, France, and Israel are notable secondary AI hubs.

Total global AI investment exceeded **\$100 billion in 2025**: VC ~\$50B, corporate R&D ~\$30B, government ~\$20B. Microsoft committed \$100B (incl. OpenAI). Google, Meta, Amazon each plan \$50–80B in AI capex in 2025–2026. OpenAI reached a \$157B valuation in 2024.

PwC: AI will contribute **\$15.7 trillion to global GDP by 2030** (China +\$7T, North America +\$3.7T, Northern Europe +\$1.8T). Goldman Sachs: AI could boost global GDP by 7%. McKinsey: AI will automate 30% of



work hours by 2030, primarily repetitive cognitive tasks. Jobs impact is mixed — significant displacement in some roles, significant creation in AI development, deployment, and oversight roles.

Data Sources & References

Primary: [Grand View Research — Artificial Intelligence Market Size Report 2025](#)

Primary: [IDC — Worldwide AI and Generative AI Spending Guide, 2025–2029](#)

Primary: [McKinsey Global Institute — The State of AI 2025](#)

Supporting: [Goldman Sachs — Generative AI Research Report](#) · [PwC — Sizing the Prize: AI Economic Impact](#) · [Bloomberg Intelligence — Generative AI Forecast](#)

Supporting: [Stanford HAI AI Index 2025](#) · [NVIDIA Annual Report FY2025](#) · [Gartner AI Hype Cycle 2025](#) · [CB Insights State of AI](#) · [OECD AI Policy Observatory](#)

AI market size figures vary significantly across research firms due to scope differences (software-only vs software + hardware + services). All figures here are blended consensus estimates. Projections marked * are subject to revision. Generative AI figures from Bloomberg Intelligence and Goldman Sachs. All USD unless stated. AI Market Size 2025AI Market Size 2026Artificial Intelligence MarketGenerative AI MarketAI Market 2031AI Investment StatisticsNVIDIA AI RevenueAI CAGRAI GDP ImpactChatGPT Market Statistics



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