

No-code AI Platform Market Study

About Us

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Regional Overview

Company Profiles

IBM

Amazon Inc.

Apple Inc.

Wipro

Clarifai, Inc.

DataRobot, Inc.

Google LLC

Levity AI GmbH

Akkio Inc

Microsoft

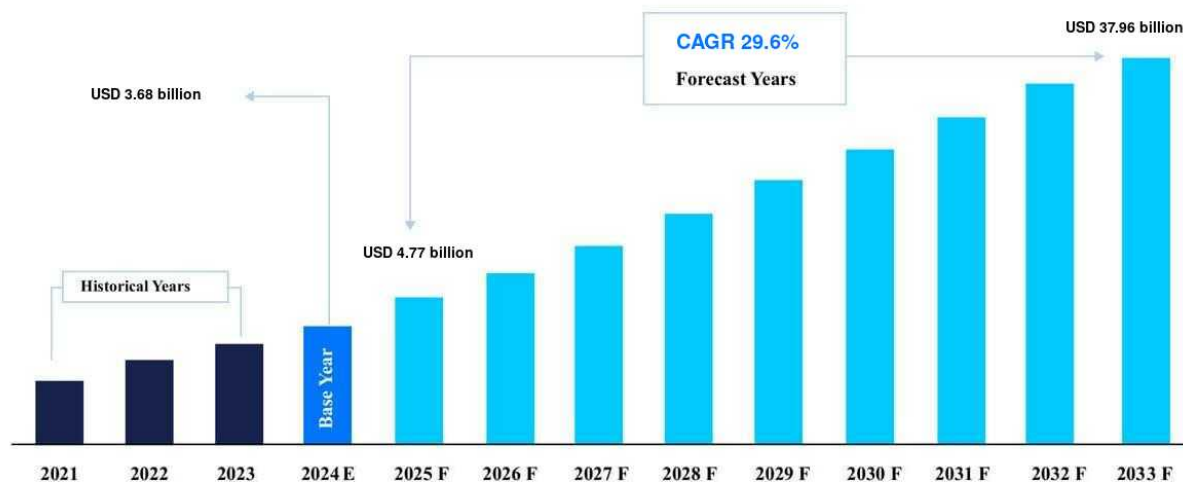
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
68%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

Germany

China

Emerging Companies

Akkio Inc

Levity AI GmbH

Clarifai, Inc

Market Trends

Growth Trends

- Increase in the rate of AI adoption across different business sectors.
- Growth in the demand for low-code/no-code platforms.
- Digital transformation across businesses.
- Rise in the implementation of automation and machine learning in business processes.
- Growth in cloud computing and data analytics that contribute to the demand for no-code AI platforms.
- Growth in the demand for personalized AI solutions.
- Advancements and developments in AI technology.

Factors considered while calculating market size and share

- The number of companies offering no-code AI platforms.
- The overall market size of the AI industry.
- The price models for each no-code AI platform.
- The quantity of sales made in a specific period.
- Geographical distribution and usage of no-code AI platforms.
- The number of potential customers in the market.
- Market penetration and level of adoption of no-code AI platforms.
- Revenue generated through subscriptions or licenses of no-code AI platforms.

Key Market Indicators

- Annual growth rate of the no-code AI platform market.
- Current and potential market size and share.
- Market forecast of the no-code AI platform market.
- Current trends influencing the no-code AI platform market.
- Customer acquisition and retention rates.
- The investment made in the development and marketing of no-code AI platforms.
- Industry market share during a specific period.
- Competitor performance indicators.

Lack of skilled workforce for no-code AI platforms

Despite the accessibility and user-friendly nature of no-code AI platforms, the lack of an appropriately skilled workforce remains a significant barrier to their widespread adoption. While these platforms are designed for non-technical users, practical usage still requires a basic understanding of AI concepts, data handling, and operational workflows. In many organizations, users may struggle to grasp these tools' full potential and limitations, leading to suboptimal implementation and missed opportunities.

- For example, a report by Salesforce highlights that 60% of public sector IT professionals consider the lack of AI-related skills the primary challenge in adopting AI solutions. Without adequate training and awareness, organizations risk underutilizing no-code AI platforms, which hinders ROI and business growth.

Market Trends

AI for small business marketing

Advanced marketing tools via artificial intelligence empower small businesses to compete better. From taking away mundane tasks from the routine list, valuable discoveries of details, and personally individualizing customer-facing interactions, AI enables small teams to be far more productive, relevant, and engaging. This revolutionary technology empowers smaller brands to create appealing customer experiences and gives them an edge in competition over bigger companies.

- For instance, in January 2024, Akkio's no-code AI analytics platform empowers smaller marketing teams to quickly draw actionable insights from their data for making strategy.

AI-driven automation for cloud security and compliance

As more businesses adopt cloud services, managing the security risks associated with these services and staying updated with changing regulations are becoming significant issues. Now, no-code AI platforms are being used to automate cloud security processes, thus minimizing manual efforts and improving risk management. The no-code AI platform uses AI-powered automation to monitor, detect, and respond to real-time security threats, providing a more secure cloud environment.

Rising investment in AI and cloud technologies

The surge in AI and cloud technology investments presents a key growth opportunity for the no-code AI platform market. As organizations across industries seek to streamline operations and improve decision-making, they turn to scalable, cost-effective AI solutions that don't require deep technical expertise. Cloud infrastructure has further enabled the rapid deployment and integration of AI tools, making no-code platforms more accessible to businesses of all sizes.

- For instance, Amazon Web Services (AWS) recently announced a \$50 million investment over two years to support innovation in the public sector through generative AI services such as Amazon Bedrock, SageMaker, and AWS HealthScribe, enabling organizations to incorporate AI into their core operations without needing extensive development resources.

Market Segments

By Component

No-code AI Platforms lead with a 68-72% share, empowering businesses to create AI models without coding, democratizing AI access and accelerating digital transformation.



68-72%

No-code AI Platforms

By Technology

Natural Language Processing (NLP) dominates with a 37-40% share, driving innovations in chatbots, virtual assistants, and language-based applications across industries.



37-40%

Natural Language Processing (NLP)

By Deployment

Cloud deployment holds a XX% share, offering scalability, cost-efficiency, and accessibility, making it the preferred choice for businesses adopting no-code AI solutions.



XX%

Cloud

Market Segments

By Enterprise size

Large Enterprises capture a XX% share, leveraging no-code AI to streamline complex operations, enhance decision-making, and maintain competitive advantage.



XX%

Large Enterprises

By Vertical

BFSI leads with a XX% share, using no-code AI for fraud detection, customer service automation, and risk management to improve efficiency and security.



XX%

BFSI

Regional Overview

North America

The United States dominates with an 75-78% regional share, driven by tech innovation and early adoption of AI solutions.



75-78%

United States Market Share

Europe

Germany leads with a 28-30% regional share, supported by strong industrial and technological infrastructure.



28-30%

Germany Market Share

APAC

China holds a XX% regional share, fueled by rapid digital transformation and government support for AI initiatives.



XX%

China Market Share

Regional Overview

Middle East and Africa

The UAE captures a XX% regional share, focusing on AI to diversify its economy and enhance public services.



XX%

United Arab Emirates Market Share

LATAM

Brazil leads with a XX% regional share, driven by growing demand for AI in retail, healthcare, and government sectors.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
IBM	https://www.ibm.com/in-en	Armonk, NY, USA	1911	Arvind Krishna (CEO)	USD 60.5 billion
Google LLC	https://www.google.com/	Mountain View, CA, USA	1998	Sundar Pichai (CEO)	USD 282.8 billion
Microsoft	https://www.microsoft.com/en-in/	Redmond, WA, USA	1975	Satya Nadella (CEO)	USD 198.3 billion
Amazon Inc	https://www.amazon.com/	Seattle, WA, USA	1994	Andy Jassy (CEO)	USD 513.98 billion
Apple Inc.	https://www.apple.com/	Cupertino, CA, USA	1976	Tim Cook (CEO)	USD 394.33 billion

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