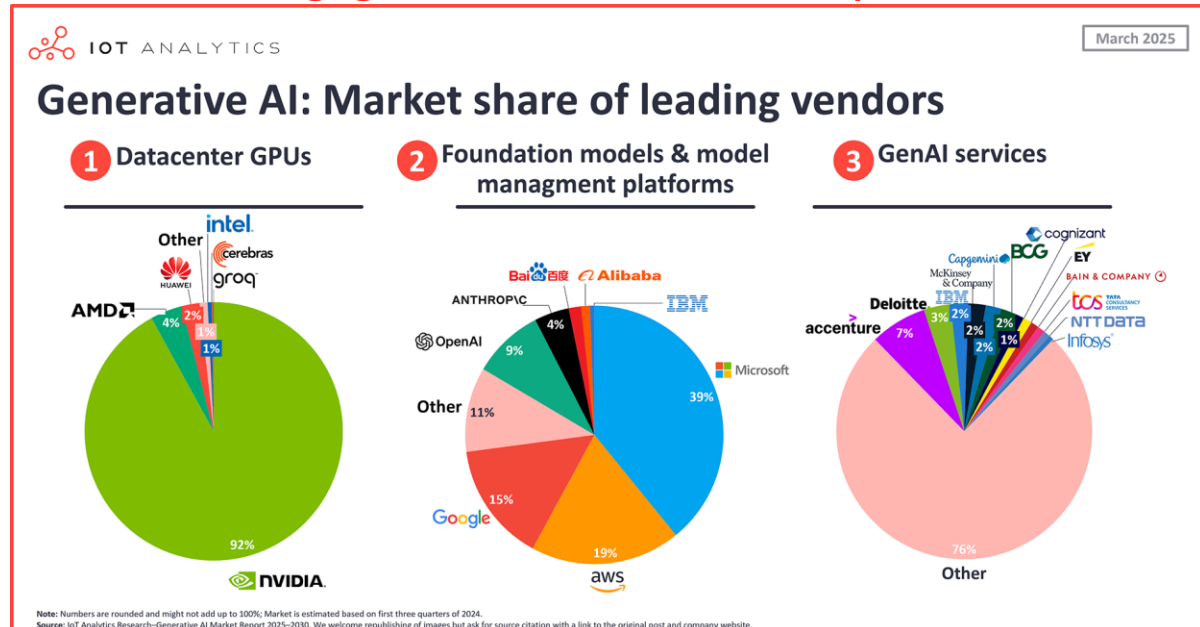


FOR IMMEDIATE RELEASE

The leading generative AI companies



[Hamburg, Germany] – [March 04, 2025] – The generative AI market continues to expand rapidly, with the total market surpassing \$25.6 billion in 2024, according to IoT Analytics' [Generative AI Market Report 2025–2030](#). The accompanying research article provides a deep dive into the evolving AI landscape, highlighting the major players across data center GPUs, foundation models, and generative AI services.

Key highlights:

- The generative AI market surpassed \$25.6 billion in 2024, driven by rapid adoption and the increasing integration of AI capabilities across industries, according to the 263-page [Generative AI Market Report 2025–2030](#).
- The data center GPU market saw remarkable growth to \$125 billion, with NVIDIA maintaining a dominant position, holding 92% of the market share.
- Microsoft and AWS lead the rapidly expanding foundation models and model management platforms market, while Accenture and Deloitte lead the highly fragmented generative AI services market.

Select analyst quotes:

Knud Lasse Lueth, CEO at IoT Analytics, comments that *"The generative AI software and services market has surged from just \$191 million in 2022 to \$25.6 billion in 2024, marking one of the fastest technology adoption curves in history. Our latest Generative AI Market Report 2025–2030 also highlights how NVIDIA dominates the \$125 billion data center GPU market, while Microsoft and AWS lead in foundation models and platforms. 2025 will be a pivotal year—either generative AI applications beyond ChatGPT start to scale successfully, or we could see a correction similar to the dot-com bubble burst."*

Joaquin Fernandez, Market Analyst at IoT Analytics, adds that *"Demand for generative AI services is growing as companies scramble to find experienced partners to strategize, implement, and manage these new technologies. Major consultancies like Accenture and Deloitte are positioning themselves at the forefront. But with so many players jumping in, businesses must vet which service providers can truly help them move beyond proofs of concept into real enterprise-wide impact."*

Generative AI market expands across hardware, software, and services

The research article examines how companies are deploying generative AI and which vendors are leading in different segments. NVIDIA remains the dominant player in AI hardware, holding a 92% share of the data center GPU market as demand continues to grow. In foundation models and model management platforms, Microsoft and AWS lead, with OpenAI, Google, and others competing for market share. Accenture and Deloitte are among the key players in AI services, as businesses seek expertise to integrate AI-driven solutions.

For more insights, download IoT Analytics' [Generative AI Market Report 2025–2030](#).

Disclosure

Companies mentioned in this article—along with their products—are used as examples to showcase market developments. No company paid or received

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About IoT Analytics

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Our key workstreams across the tech stack include IoT applications, IoT platforms and software, IoT connectivity and hardware, and industrial IoT. We are trusted by 1000+ leading companies around the world for our market insights, including globally leading software, telecommunications, consulting, semiconductor, and industrial players.

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