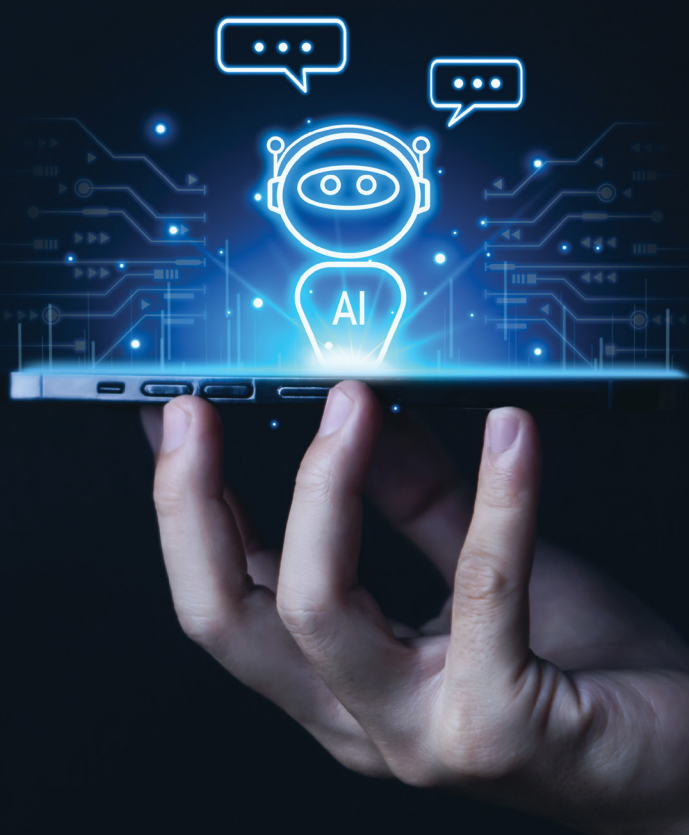


# GENERATIVE AI GLOBAL MARKET 2023

S&P Global Market Intelligence predicts the Generative AI software market to reach USD \$36 billion by 2028, a tenfold increase.



## QUICK FACTS

ChatGPT was released in November 2022. Four months later, OpenAI released a new large language model, or LLM, called GPT-4

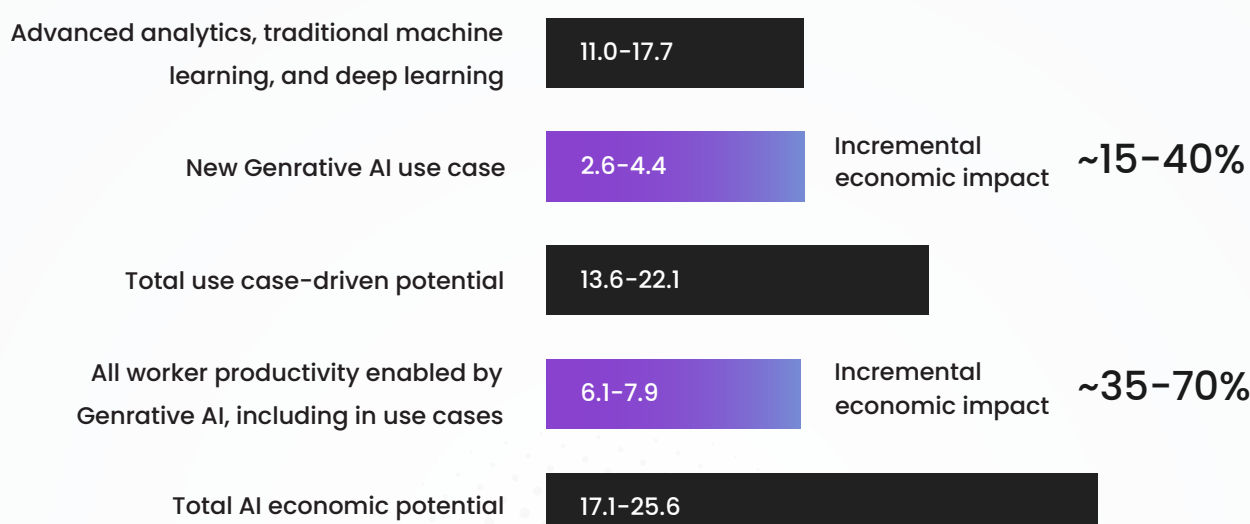
In May 2023, Google announced features powered by Generative AI, including Search Generative Experience and a new LLM called PaLM 2

The market size is expected to show an annual growth rate (CAGR 2023-2030) of 24.40%, resulting in a market volume of US\$207.00bn by 2030

By May 2023, Anthropic's Generative AI, Claude, was able to process 100,000 tokens of text, equal to about 75,000 words in a minute

Generative AI-related companies based in the United States raised about \$8 billion from 2020 to 2022

## AI'S POTENTIAL IMPACT ON THE GLOBAL ECONOMY, \$ TRILLION



## GENERATIVE AI'S POTENTIAL IMPACT ACROSS BUSINESS FUNCTIONS

### HIGH IMPACT

1. Sales
2. Marketing
3. Product & R&D
4. Software Engineering
5. Customer Operations

### MEDIUM IMPACT

1. Supply Chain
2. Manufacturing
3. Finance
4. Risk & Compliance
5. Talent & Organization

### LOW IMPACT

1. Corporate IT
2. Procurement Management
3. Legal
4. Strategy
5. Pricing

## OPPORTUNITY FOR INDUSTRIES

### HEALTHCARE

Generative AI can assist in medical image generation, helping doctors visualize patient data more effectively.

### MANUFACTURING

Generative AI can optimize production processes and generate realistic 3D models for prototyping and design.

### ENTERTAINMENT & MEDIA

Generative AI can automate content generation, such as creating art, music, or video content.

### ENERGY

Generative AI can optimize energy consumption in buildings and generate efficient power grid models.

### LEGAL

AI can generate legal documents, and contracts, and assist in legal research.

### GOVERNMENT AND PUBLIC SERVICES

Generative AI can automate document processing and assist in policy analysis.

### FINANCE

Enhanced fraud detection and risk assessment using generative models can save financial institutions significant amounts of money.

### RETAIL

Personalized product recommendations and virtual try-on experiences can improve customer engagement.

### AUTOMOTIVE

Designing AI-generated vehicle simulations for testing and development can accelerate the innovation process.

### EDUCATION

AI-generated educational content can provide personalized learning experiences.

### TRANSPORTATION AND LOGISTICS

AI-generated predictive models can optimize shipping and logistics routes.