

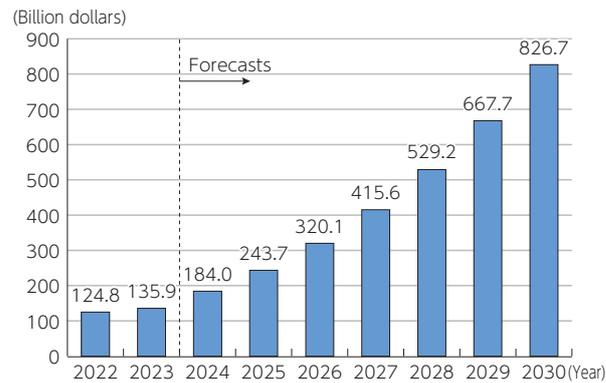
## Section 9 Trends in AI

### 1. Market overview

The global AI market size (sales) is expected to expand to 184 billion dollars in 2024 and 826.7 billion dollars by 2030 (Figure 2-1-9-1). The market size for AI systems<sup>1</sup> in Japan (expenditure) is projected to reach

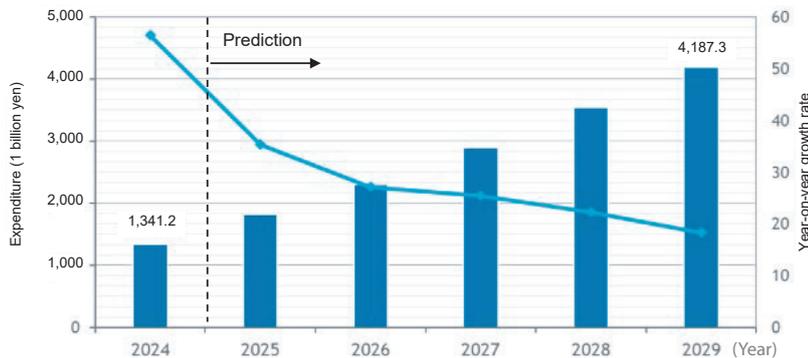
1.3412 trillion yen in 2024, a 56.5% increase from the previous year, and continue growing to 4.1873 trillion yen by 2029 (Figure 2-1-9-2).

Figure 2-1-9-1 Changes and forecasts of the size of the global AI market (sales)



(Source) Prepared based on Statista (data obtained on March 27, 2025)<sup>2</sup>

Figure 2-1-9-2 Changes and forecasts of the size of the AI market in Japan (expenditure)



(Source) IDC "Announced Market Prediction of Domestic AI System in 2024" (May 1, 2025)<sup>3</sup>

The social adoption of AI is advancing, and generative AI, which creates text, images, audio, and video, is gaining attention. The global generative AI market is expected to expand from 20.5 billion dollars in 2023 to 36.1 billion dollars in 2024 (19.6% of the total AI market) and to 356.1 billion dollars by 2030 (43.1% of the total AI market). This growth is driven by the rapid adoption of many models and services such as Gemini, Copilot, and DeepSeek, following the release of ChatGPT in 2022. Companies are increasingly using generative AI for a

variety of purposes, including programming, text summarization, marketing, call centers and customer support, as well as the creation of illustrations and posters. While it was mainly used to address labor shortages and improve business efficiency, going forward, it is expected to be increasingly used to create new services. In addition, the advancement of AI agents<sup>4</sup> and the physical intelligence<sup>5</sup> that utilize generative AI technology is also expected to further drive the market expansion (Figure 2-1-9-3).

<sup>1</sup> Hardware and software platforms for using AI functions and IT services related to the construction of AI systems

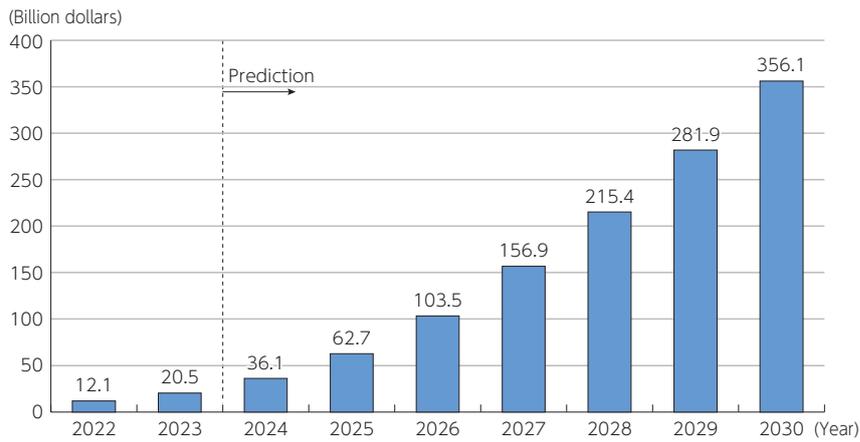
<sup>2</sup> <https://www.statista.com/forecasts/1474143/global-ai-market-size>

<sup>3</sup> <https://my.idc.com/getdoc.jsp?containerId=prJPJ53362125>

<sup>4</sup> AI systems that autonomously perform specific tasks without human intervention

<sup>5</sup> Systems realized through advanced integration of AI and machinery (robots, etc.)

**Figure 2-1-9-3 Changes and forecasts of the size of the global generative AI market**



(Source) Prepared based on Statista (data obtained on March 27, 2025)<sup>6</sup>

## 2. Trends in AI by country

AI research is being conducted across the globe. According to AIRankings, which publishes leading countries, companies, and universities based on the number

of research papers and other factors, the top countries are the U.S., China, the UK, Germany, in the respective order, with Japan ranking 11th or 12th in recent years.



**Figure (related data) Changes of AI rankings by country (top 15)**

Source: Prepared based on AIRankings (data obtained on February 25, 2025)

URL: <https://www.soumu.go.jp/johotsusintokei/whitepaper/ja/r07/html/datashu.html#f00274>

(Data collection)

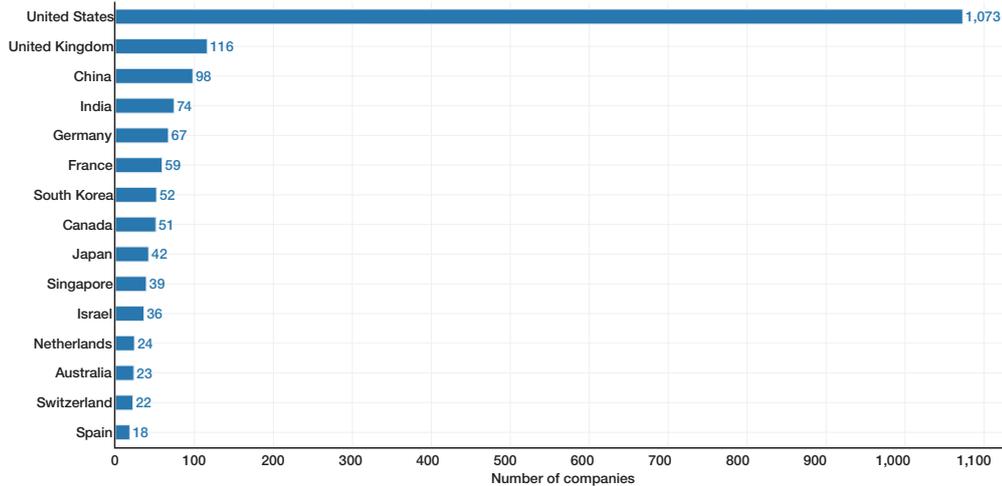
Investment in AI-related companies is also increasing. According to Stanford University's "Artificial Intelligence Index Report 2025," the number of AI companies that received new funding in 2024 was highest in the

U.S. (1,073 companies), followed by the U.K. (116 companies), and Japan ranked 9th with 42 companies (**Figure 2-1-9-4**).

**Figure 2-1-9-4 Number of newly funded AI companies by country in 2024**

**Number of newly funded AI companies by geographic area, 2024**

Source: Quid, 2024 | Chart: 2025 AI Index report



(Source) Stanford University "Artificial Intelligence Index Report 2025"<sup>7</sup>

<sup>6</sup> <https://www.statista.com/forecasts/1449838/generative-ai-market-size-worldwide>

<sup>7</sup> [https://hai-production.s3.amazonaws.com/files/hai\\_ai\\_index\\_report\\_2025.pdf](https://hai-production.s3.amazonaws.com/files/hai_ai_index_report_2025.pdf)