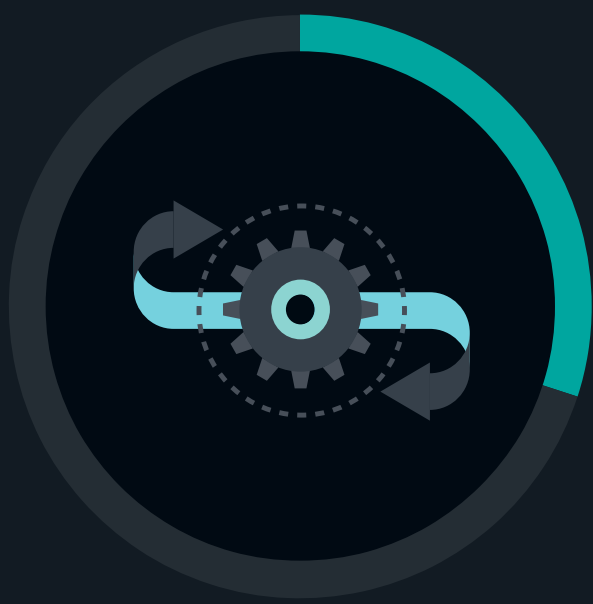


The State of the Generative AI Market: Widespread Transformation Continues

Generative AI (GenAI) has taken the world by storm since OpenAI introduced ChatGPT in late 2022, and it is widely considered one of the most potentially transformative technologies in many years. However, GenAI technology and the market ecosystem are evolving quickly, and many organizations are struggling to stay abreast of the constantly changing landscape. TechTarget's Enterprise Strategy Group recently surveyed professionals involved in generative AI initiatives at their organizations to gain insights into these trends.

Notable findings from this study include:



30%
of organizations **have generative AI
in production.**



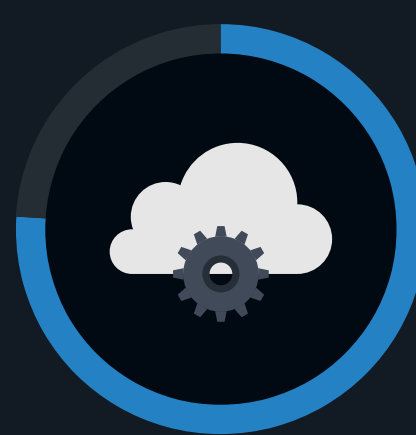
67%
of organizations with generative
AI in production have deployed
responsible AI policies.



67%
of organizations with generative AI
in production are considering using
AI agents, with some planning for
extensive AI agent use.



64%
of organizations with generative
AI in production say it will deliver
significant or even transformative
value for innovation and creativity.



76%
of organizations with generative
AI in production use a public
cloud service provider to support
generative AI workloads.



54%
of organizations with generative AI in
production are likely to consider **suppliers
that integrate generative AI into their
products or services.**

For more from this Enterprise Strategy Group study, read the full research report,
The State of the Generative AI Market: Widespread Transformation Continues.

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