# Agentic AI set to revolutionise businesses by 2025



Artificial intelligence (AI) is experiencing a transformative evolution, with a prominent focus shifting towards what is referred to as agentic AI. This new wave of AI systems aims to autonomously execute tasks across various domains, positioning 2025 as a pivotal year for the technology. The emergence of agentic AI signifies a notable transition from reactive interfaces, such as OpenAI’s ChatGPT and Anthropic’s Claude, to proactive systems capable of completing complex tasks without continuous human oversight.

The concept of agentic AI encompasses sophisticated software agents that autonomously manage specific functions, ranging from sales outreach to travel bookings. These agents possess the ability to learn and adapt over time, ultimately streamlining business operations. The Global X publication notes that agentic AI could drastically reshape industry practices, much like the evolution of standalone websites revolutionised the internet landscape.

As organisations increasingly integrate these AI agents into their operations, the demand for both cloud infrastructure and AI-related services is expected to accelerate. Predictions indicate that the market for agentic AI could skyrocket to an approximate value of $47 billion by 2030, reflecting nearly a tenfold increase from estimates for 2024. Companies across the tech spectrum, including leading cloud service providers, are preparing to seize the opportunities presented by this shift, as agentic AI strengthens the demand for storage, computing capacity, and robust data management solutions.

Research conducted by Capgemini indicates promising signs of adoption for AI agents, with a survey revealing that 51% of participating organisations plan to deploy them partially or fully by 2025. Additionally, nearly 70% of executives identified AI agents and multi-agent systems as crucial emerging trends within the AI domain. Furthermore, 82% of surveyed companies envisage integrating AI agents into their systems within the next three years to enhance operational efficiency and automation.

The implications of agentic AI extend to the creation and management of data, potentially resulting in AI-generated content comprising over half of all online data by 2030. This data explosion would, in turn, influence expenditures on cloud services and data governance measures, contributing to a cycle of accelerated AI adoption and continuous innovation.

The forecast for investment in AI infrastructure is equally vigorous, with hyperscaler capital expenditure expected to climb from $230 billion in 2024 to an estimated $320 billion by 2025. This escalating expenditure underscores the necessity for advancements not only in computing power but also in domains such as cybersecurity and the Internet of Things (IoT), paving the way for secure and scalable agentic AI solutions.

Leading tech companies have already begun to recognise the monetisation potential within this new AI landscape. Notable initiatives, such as ServiceNow's introduction of an AI Agent Orchestrator, aim to enhance collaborative efforts among various AI agents to achieve defined objectives. Moreover, Salesforce's deployment of Agentforce 2.0 across its products reflects the growing trend where traditional pricing models are being modified to accommodate the consumption-based nature of agentic AI.

Within this context, HubSpot has launched its agent.ai platform, which utilises a network of autonomous agents to facilitate various operational tasks. The platform has seen rapid growth in user engagement, expanding from 50,000 users in September 2024 to over 500,000 users by February 2025, indicative of the increasing interest in agentic AI applications.

As the landscape evolves, industry analysts maintain that 2025 could potentially mark the dawn of a new era for agentic AI. The ability of these systems to alleviate mundane tasks and foster productivity enhancements points to a transformative period for the software market itself. Tech leaders are now on the front lines of innovation, enabling a substantial reconfiguration of business models and opening avenues for investment across the cloud computing and AI sectors.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.domo.com/blog/agentic-ai-explained-definition-benefits-and-use-cases/> - This article discusses the transformation in AI towards agentic AI, highlighting its ability to autonomously perform complex tasks which aligns with the notion of agentic AI as a significant shift in AI technology.
* <https://blogs.nvidia.com/blog/what-is-agentic-ai/> - NVIDIA's blog elaborates on agentic AI’s capabilities to autonomously solve complex, multi-step problems, supporting the article's claim regarding the proactive nature of these systems over traditional reactive AI.
* <https://www.ibm.com/think/topics/agentic-ai-vs-generative-ai> - IBM's discussion on agentic AI emphasizes its autonomous decision-making and operational capabilities, supporting the article's focus on how these AI systems can manage various business functions with minimal oversight.
* <https://www.forbes.com/sites/bernardmarr/2023/10/10/what-is-agentic-ai-and-why-it-matters/?sh=2c7d092e1b13> - This Forbes article highlights the expected market growth for agentic AI, corroborating the article's prediction of the technology reaching a value close to $47 billion by 2030.
* <https://www.capgemini.com/news/2024/05/2024-global-ai_adoption_index/> - Capgemini’s report on AI adoption provides statistical insights into the increasing deployment of AI agents in organizations, affirming the claims regarding the rising interest in agentic AI applications among businesses.