

# Global Emotion Analytics Market Analysis and Forecast 2024-2030

https://marketpublishers.com/r/G7172E92E9CEEN.html

Date: April 2024

Pages: 207

Price: US\$ 4,950.00 (Single User License)

ID: G7172E92E9CEEN

# **Abstracts**

## Summary

Emotion Analytics (EA) is a new field that analysis of a person's verbal and non-verbal communication in order to understand the person's mood or attitude, then can be used in CRM (Customer Relationship Management) area, such as to identify how a customer perceives a product, the presentation of a product or an interaction with a representative.

According to APO Research, The global Emotion Analytics market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

The US & Canada market for Emotion Analytics is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

Asia-Pacific market for Emotion Analytics is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

The China market for Emotion Analytics is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

Europe market for Emotion Analytics is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through



2030.

The major global companies of Emotion Analytics include Microsoft, IBM, Imotions A/S, Kairos, Beyond Verbal, Affectiva, Eyeris (EmoVu), NViso SA and Realeyes, etc. In 2023, the world's top three vendors accounted for approximately % of the revenue.

# Report Includes

This report presents an overview of global market for Emotion Analytics, market size. Analyses of the global market trends, with historic market revenue data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Emotion Analytics, also provides the revenue of main regions and countries. Of the upcoming market potential for Emotion Analytics, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Emotion Analytics revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Emotion Analytics market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, revenue, and growth rate, from 2019 to 2030. Evaluation and forecast the market size for Emotion Analytics revenue, projected growth trends, production technology, application and enduser industry.

**Emotion Analytics segment by Company** 

Microsoft

**IBM** 

Imotions A/S



Kairos		
Beyond Verbal		
Affectiva		
Eyeris (EmoVu)		
NViso SA		
Realeyes		
Yuyidata		
Adoreboard		
Heartbeat AI		
Deloitte		
SAS Institute Inc		
Clarabridge		
Crimson Hexagon		
Berkshire Media		
Dentsu		
Emotion Analytics segment by Type		
Facial Analytics		
Speech Analytics		
Video Analytics		



## Others

# Emotion Analytics segment by Application

Media & Entertainment

Retail and Education

**Financial Services** 

Healthcare

Others

# Emotion Analytics segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific



	China	
	Japan	
	South Korea	
	India	
	Australia	
	China Taiwan	
	Indonesia	
	Thailand	
	Malaysia	
Latin America		
	Mexico	
	Brazil	
	Argentina	
Middle East & Africa		
	Turkey	
	Saudi Arabia	
	UAE	
Ohiectiv	vos	

# Study Objectives

1. To analyze and research the global status and future forecast, involving growth rate (CAGR), market share, historical and forecast.



- 2. To present the key players, revenue, market share, and Recent Developments.
- 3. To split the breakdown data by regions, type, manufacturers, and Application.
- 4. To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints, and risks.
- 5. To identify significant trends, drivers, influence factors in global and regions.
- 6. To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

# Reasons to Buy This Report

- 1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Emotion Analytics market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
- 2. This report will help stakeholders to understand the global industry status and trends of Emotion Analytics and provides them with information on key market drivers, restraints, challenges, and opportunities.
- 3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in market size), competitor ecosystem, new product development, expansion, and acquisition.
- 4. This report stays updated with novel technology integration, features, and the latest developments in the market.
- 5. This report helps stakeholders to gain insights into which regions to target globally.
- 6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Emotion Analytics.



7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

# Chapter Outline

Chapter 1: Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 3: Revenue of Emotion Analytics in global and regional level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 4: Detailed analysis of Emotion Analytics company competitive landscape, revenue, market share and industry ranking, latest development plan, merger, and acquisition information, etc.

Chapter 5: Provides the analysis of various market segments by type, covering the revenue, and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 6: Provides the analysis of various market segments by application, covering the revenue, and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 7: Provides profiles of key companies, introducing the basic situation of the main companies in the market in detail, including product descriptions and specifications, Emotion Analytics revenue, gross margin, and recent development, etc.

Chapter 8: North America (US & Canada) by type, by application and by country, revenue for each segment.



Chapter 9: Europe by type, by application and by country, revenue for each segment.

Chapter 10: China type, by application, revenue for each segment.

Chapter 11: Asia (excluding China) type, by application and by region, revenue for each segment.

Chapter 12: Middle East, Africa, and Latin America type, by application and by country, revenue for each segment.

Chapter 13: The main concluding insights of the report.



# **Contents**

#### 1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Emotion Analytics Market by Type
  - 1.2.1 Global Emotion Analytics Market Size by Type, 2019 VS 2023 VS 2030
  - 1.2.2 Facial Analytics
  - 1.2.3 Speech Analytics
  - 1.2.4 Video Analytics
  - 1.2.5 Others
- 1.3 Emotion Analytics Market by Application
  - 1.3.1 Global Emotion Analytics Market Size by Application, 2019 VS 2023 VS 2030
  - 1.3.2 Media & Entertainment
  - 1.3.3 Retail and Education
  - 1.3.4 Financial Services
  - 1.3.5 Healthcare
  - 1.3.6 Others
- 1.4 Assumptions and Limitations
- 1.5 Study Goals and Objectives

#### 2 EMOTION ANALYTICS MARKET DYNAMICS

- 2.1 Emotion Analytics Industry Trends
- 2.2 Emotion Analytics Industry Drivers
- 2.3 Emotion Analytics Industry Opportunities and Challenges
- 2.4 Emotion Analytics Industry Restraints

### **3 GLOBAL GROWTH PERSPECTIVE**

- 3.1 Global Emotion Analytics Market Perspective (2019-2030)
- 3.2 Global Emotion Analytics Growth Trends by Region
  - 3.2.1 Global Emotion Analytics Market Size by Region: 2019 VS 2023 VS 2030
  - 3.2.2 Global Emotion Analytics Market Size by Region (2019-2024)
  - 3.2.3 Global Emotion Analytics Market Size by Region (2025-2030)

#### **4 COMPETITIVE LANDSCAPE BY PLAYERS**

4.1 Global Emotion Analytics Revenue by Players



- 4.1.1 Global Emotion Analytics Revenue by Players (2019-2024)
- 4.1.2 Global Emotion Analytics Revenue Market Share by Players (2019-2024)
- 4.1.3 Global Emotion Analytics Players Revenue Share Top 10 and Top 5 in 2023
- 4.2 Global Emotion Analytics Key Players Ranking, 2022 VS 2023 VS 2024
- 4.3 Global Emotion Analytics Key Players Headquarters & Area Served
- 4.4 Global Emotion Analytics Players, Product Type & Application
- 4.5 Global Emotion Analytics Players Commercialization Time
- 4.6 Market Competitive Analysis
  - 4.6.1 Global Emotion Analytics Market CR5 and HHI
- 4.6.2 Global Top 5 and 10 Emotion Analytics Players Market Share by Revenue in 2023
  - 4.6.3 2023 Emotion Analytics Tier 1, Tier 2, and Tier

#### **5 EMOTION ANALYTICS MARKET SIZE BY TYPE**

- 5.1 Global Emotion Analytics Revenue by Type (2019 VS 2023 VS 2030)
- 5.2 Global Emotion Analytics Revenue by Type (2019-2030)
- 5.3 Global Emotion Analytics Revenue Market Share by Type (2019-2030)

## **6 EMOTION ANALYTICS MARKET SIZE BY APPLICATION**

- 6.1 Global Emotion Analytics Revenue by Application (2019 VS 2023 VS 2030)
- 6.2 Global Emotion Analytics Revenue by Application (2019-2030)
- 6.3 Global Emotion Analytics Revenue Market Share by Application (2019-2030)

#### **7 COMPANY PROFILES**

- 7.1 Microsoft
  - 7.1.1 Microsoft Comapny Information
  - 7.1.2 Microsoft Business Overview
  - 7.1.3 Microsoft Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.1.4 Microsoft Emotion Analytics Product Portfolio
  - 7.1.5 Microsoft Recent Developments
- 7.2 IBM
- 7.2.1 IBM Comapny Information
- 7.2.2 IBM Business Overview
- 7.2.3 IBM Emotion Analytics Revenue and Gross Margin (2019-2024)
- 7.2.4 IBM Emotion Analytics Product Portfolio
- 7.2.5 IBM Recent Developments



#### 7.3 Imotions A/S

- 7.3.1 Imotions A/S Comapny Information
- 7.3.2 Imotions A/S Business Overview
- 7.3.3 Imotions A/S Emotion Analytics Revenue and Gross Margin (2019-2024)
- 7.3.4 Imotions A/S Emotion Analytics Product Portfolio
- 7.3.5 Imotions A/S Recent Developments

#### 7.4 Kairos

- 7.4.1 Kairos Comapny Information
- 7.4.2 Kairos Business Overview
- 7.4.3 Kairos Emotion Analytics Revenue and Gross Margin (2019-2024)
- 7.4.4 Kairos Emotion Analytics Product Portfolio
- 7.4.5 Kairos Recent Developments
- 7.5 Beyond Verbal
  - 7.5.1 Beyond Verbal Comapny Information
  - 7.5.2 Beyond Verbal Business Overview
  - 7.5.3 Beyond Verbal Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.5.4 Beyond Verbal Emotion Analytics Product Portfolio
  - 7.5.5 Beyond Verbal Recent Developments

#### 7.6 Affectiva

- 7.6.1 Affectiva Comapny Information
- 7.6.2 Affectiva Business Overview
- 7.6.3 Affectiva Emotion Analytics Revenue and Gross Margin (2019-2024)
- 7.6.4 Affectiva Emotion Analytics Product Portfolio
- 7.6.5 Affectiva Recent Developments
- 7.7 Eyeris (EmoVu)
  - 7.7.1 Eyeris (EmoVu) Comapny Information
  - 7.7.2 Eyeris (EmoVu) Business Overview
  - 7.7.3 Eyeris (EmoVu) Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.7.4 Eyeris (EmoVu) Emotion Analytics Product Portfolio
  - 7.7.5 Eyeris (EmoVu) Recent Developments
- 7.8 NViso SA
  - 7.8.1 NViso SA Comapny Information
  - 7.8.2 NViso SA Business Overview
  - 7.8.3 NViso SA Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.8.4 NViso SA Emotion Analytics Product Portfolio
  - 7.8.5 NViso SA Recent Developments
- 7.9 Realeyes
  - 7.9.1 Realeyes Comapny Information
  - 7.9.2 Realeyes Business Overview



- 7.9.3 Realeyes Emotion Analytics Revenue and Gross Margin (2019-2024)
- 7.9.4 Realeyes Emotion Analytics Product Portfolio
- 7.9.5 Realeyes Recent Developments
- 7.10 Yuyidata
  - 7.10.1 Yuyidata Comapny Information
  - 7.10.2 Yuyidata Business Overview
  - 7.10.3 Yuyidata Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.10.4 Yuyidata Emotion Analytics Product Portfolio
  - 7.10.5 Yuyidata Recent Developments
- 7.11 Adoreboard
  - 7.11.1 Adoreboard Comapny Information
  - 7.11.2 Adoreboard Business Overview
  - 7.11.3 Adoreboard Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.11.4 Adoreboard Emotion Analytics Product Portfolio
  - 7.11.5 Adoreboard Recent Developments
- 7.12 Heartbeat Al
  - 7.12.1 Heartbeat AI Comapny Information
  - 7.12.2 Heartbeat Al Business Overview
  - 7.12.3 Heartbeat Al Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.12.4 Heartbeat AI Emotion Analytics Product Portfolio
  - 7.12.5 Heartbeat Al Recent Developments
- 7.13 Deloitte
  - 7.13.1 Deloitte Comapny Information
  - 7.13.2 Deloitte Business Overview
  - 7.13.3 Deloitte Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.13.4 Deloitte Emotion Analytics Product Portfolio
- 7.13.5 Deloitte Recent Developments
- 7.14 SAS Institute Inc
  - 7.14.1 SAS Institute Inc Comapny Information
  - 7.14.2 SAS Institute Inc Business Overview
  - 7.14.3 SAS Institute Inc Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.14.4 SAS Institute Inc Emotion Analytics Product Portfolio
  - 7.14.5 SAS Institute Inc Recent Developments
- 7.15 Clarabridge
  - 7.15.1 Clarabridge Comapny Information
  - 7.15.2 Clarabridge Business Overview
  - 7.15.3 Clarabridge Emotion Analytics Revenue and Gross Margin (2019-2024)
  - 7.15.4 Clarabridge Emotion Analytics Product Portfolio
  - 7.15.5 Clarabridge Recent Developments



## 7.16 Crimson Hexagon

- 7.16.1 Crimson Hexagon Comapny Information
- 7.16.2 Crimson Hexagon Business Overview
- 7.16.3 Crimson Hexagon Emotion Analytics Revenue and Gross Margin (2019-2024)
- 7.16.4 Crimson Hexagon Emotion Analytics Product Portfolio
- 7.16.5 Crimson Hexagon Recent Developments

#### 7.17 Berkshire Media

- 7.17.1 Berkshire Media Comapny Information
- 7.17.2 Berkshire Media Business Overview
- 7.17.3 Berkshire Media Emotion Analytics Revenue and Gross Margin (2019-2024)
- 7.17.4 Berkshire Media Emotion Analytics Product Portfolio
- 7.17.5 Berkshire Media Recent Developments

#### 7.18 Dentsu

- 7.18.1 Dentsu Comapny Information
- 7.18.2 Dentsu Business Overview
- 7.18.3 Dentsu Emotion Analytics Revenue and Gross Margin (2019-2024)
- 7.18.4 Dentsu Emotion Analytics Product Portfolio
- 7.18.5 Dentsu Recent Developments

#### **8 NORTH AMERICA**

- 8.1 North America Emotion Analytics Revenue (2019-2030)
- 8.2 North America Emotion Analytics Revenue by Type (2019-2030)
- 8.2.1 North America Emotion Analytics Revenue by Type (2019-2024)
- 8.2.2 North America Emotion Analytics Revenue by Type (2025-2030)
- 8.3 North America Emotion Analytics Revenue Share by Type (2019-2030)
- 8.4 North America Emotion Analytics Revenue by Application (2019-2030)
- 8.4.1 North America Emotion Analytics Revenue by Application (2019-2024)
- 8.4.2 North America Emotion Analytics Revenue by Application (2025-2030)
- 8.5 North America Emotion Analytics Revenue Share by Application (2019-2030)
- 8.6 North America Emotion Analytics Revenue by Country
  - 8.6.1 North America Emotion Analytics Revenue by Country (2019 VS 2023 VS 2030)
  - 8.6.2 North America Emotion Analytics Revenue by Country (2019-2024)
  - 8.6.3 North America Emotion Analytics Revenue by Country (2025-2030)
  - 8.6.4 U.S.
  - 8.6.5 Canada

#### 9 EUROPE



- 9.1 Europe Emotion Analytics Revenue (2019-2030)
- 9.2 Europe Emotion Analytics Revenue by Type (2019-2030)
  - 9.2.1 Europe Emotion Analytics Revenue by Type (2019-2024)
- 9.2.2 Europe Emotion Analytics Revenue by Type (2025-2030)
- 9.3 Europe Emotion Analytics Revenue Share by Type (2019-2030)
- 9.4 Europe Emotion Analytics Revenue by Application (2019-2030)
- 9.4.1 Europe Emotion Analytics Revenue by Application (2019-2024)
- 9.4.2 Europe Emotion Analytics Revenue by Application (2025-2030)
- 9.5 Europe Emotion Analytics Revenue Share by Application (2019-2030)
- 9.6 Europe Emotion Analytics Revenue by Country
- 9.6.1 Europe Emotion Analytics Revenue by Country (2019 VS 2023 VS 2030)
- 9.6.2 Europe Emotion Analytics Revenue by Country (2019-2024)
- 9.6.3 Europe Emotion Analytics Revenue by Country (2025-2030)
- 9.6.4 Germany
- 9.6.5 France
- 9.6.6 U.K.
- 9.6.7 Italy
- 9.6.8 Russia

## 10 CHINA

- 10.1 China Emotion Analytics Revenue (2019-2030)
- 10.2 China Emotion Analytics Revenue by Type (2019-2030)
- 10.2.1 China Emotion Analytics Revenue by Type (2019-2024)
- 10.2.2 China Emotion Analytics Revenue by Type (2025-2030)
- 10.3 China Emotion Analytics Revenue Share by Type (2019-2030)
- 10.4 China Emotion Analytics Revenue by Application (2019-2030)
- 10.4.1 China Emotion Analytics Revenue by Application (2019-2024)
- 10.4.2 China Emotion Analytics Revenue by Application (2025-2030)
- 10.5 China Emotion Analytics Revenue Share by Application (2019-2030)

# 11 ASIA (EXCLUDING CHINA)

- 11.1 Asia Emotion Analytics Revenue (2019-2030)
- 11.2 Asia Emotion Analytics Revenue by Type (2019-2030)
  - 11.2.1 Asia Emotion Analytics Revenue by Type (2019-2024)
  - 11.2.2 Asia Emotion Analytics Revenue by Type (2025-2030)
- 11.3 Asia Emotion Analytics Revenue Share by Type (2019-2030)
- 11.4 Asia Emotion Analytics Revenue by Application (2019-2030)



- 11.4.1 Asia Emotion Analytics Revenue by Application (2019-2024)
- 11.4.2 Asia Emotion Analytics Revenue by Application (2025-2030)
- 11.5 Asia Emotion Analytics Revenue Share by Application (2019-2030)
- 11.6 Asia Emotion Analytics Revenue by Country
  - 11.6.1 Asia Emotion Analytics Revenue by Country (2019 VS 2023 VS 2030)
  - 11.6.2 Asia Emotion Analytics Revenue by Country (2019-2024)
  - 11.6.3 Asia Emotion Analytics Revenue by Country (2025-2030)
  - 11.6.4 Japan
  - 11.6.5 South Korea
  - 11.6.6 India
  - 11.6.7 Australia
  - 11.6.8 China Taiwan
  - 11.6.9 Southeast Asia

# 12 MIDDLE EAST, AFRICA, LATIN AMERICA

- 12.1 MEALA Emotion Analytics Revenue (2019-2030)
- 12.2 MEALA Emotion Analytics Revenue by Type (2019-2030)
  - 12.2.1 MEALA Emotion Analytics Revenue by Type (2019-2024)
  - 12.2.2 MEALA Emotion Analytics Revenue by Type (2025-2030)
- 12.3 MEALA Emotion Analytics Revenue Share by Type (2019-2030)
- 12.4 MEALA Emotion Analytics Revenue by Application (2019-2030)
- 12.4.1 MEALA Emotion Analytics Revenue by Application (2019-2024)
- 12.4.2 MEALA Emotion Analytics Revenue by Application (2025-2030)
- 12.5 MEALA Emotion Analytics Revenue Share by Application (2019-2030)
- 12.6 MEALA Emotion Analytics Revenue by Country
  - 12.6.1 MEALA Emotion Analytics Revenue by Country (2019 VS 2023 VS 2030)
  - 12.6.2 MEALA Emotion Analytics Revenue by Country (2019-2024)
  - 12.6.3 MEALA Emotion Analytics Revenue by Country (2025-2030)
  - 12.6.4 Mexico
  - 12.6.5 Brazil
  - 12.6.6 Israel
  - 12.6.7 Argentina
  - 12.6.8 Colombia
  - 12.6.9 Turkey
  - 12.6.10 Saudi Arabia
  - 12.6.11 UAE

### 13 CONCLUDING INSIGHTS



## **14 APPENDIX**

- 14.1 Reasons for Doing This Study
- 14.2 Research Methodology
- 14.3 Research Process
- 14.4 Authors List of This Report
- 14.5 Data Source
  - 14.5.1 Secondary Sources
  - 14.5.2 Primary Sources
- 14.6 Disclaimer



# **List Of Tables**

#### LIST OF TABLES

- Table 1. Global Emotion Analytics Market Size Growth Rate by Type (US\$ Million),
- 2019 VS 2023 VS 2030
- Table 1. Facial Analytics Major Manufacturers
- Table 2. Speech Analytics Major Manufacturers
- Table 3. Video Analytics Major Manufacturers
- Table 4. Others Major Manufacturers
- Table 5. Global Emotion Analytics Market Size Growth Rate by Application (US\$
- Million), 2019 VS 2023 VS 2030
- Table 6. Media & Entertainment Major Manufacturers
- Table 7. Retail and Education Major Manufacturers
- Table 8. Financial Services Major Manufacturers
- Table 9. Healthcare Major Manufacturers
- Table 10. Others Major Manufacturers
- Table 11. Emotion Analytics Industry Trends
- Table 12. Emotion Analytics Industry Drivers
- Table 13. Emotion Analytics Industry Opportunities and Challenges
- Table 14. Emotion Analytics Industry Restraints
- Table 15. Global Emotion Analytics Market Size Growth Rate (CAGR) by Region (US\$
- Million): 2019 VS 2023 VS 2030
- Table 16. Global Emotion Analytics Market Size by Region (2019-2024) & (US\$ Million)
- Table 17. Global Emotion Analytics Market Share by Region (2019-2024)
- Table 18. Global Emotion Analytics Market Size by Region (2025-2030) & (US\$ Million)
- Table 19. Global Emotion Analytics Market Share by Region (2025-2030)
- Table 20. Global Emotion Analytics Revenue by Players (US\$ Million) & (2019-2024)
- Table 21. Global Emotion Analytics Revenue Market Share by Players (2019-2024)
- Table 22. Global Emotion Analytics Key Players Ranking, 2022 VS 2023 VS 2024
- Table 23. Global Emotion Analytics Key Players Headquarters & Area Served
- Table 24. Global Emotion Analytics Players, Product Type & Application
- Table 25. Global Emotion Analytics Players Commercialization Time
- Table 26. Global Players Market Concentration Ratio (CR5 and HHI)
- Table 27. Global Emotion Analytics by Players Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue of 2023)
- Table 28. Global Emotion Analytics Revenue by Type 2019 VS 2023 VS 2030 (US\$ Million)
- Table 29. Global Emotion Analytics Revenue by Type (2019-2024) & (US\$ Million)



- Table 30. Global Emotion Analytics Revenue by Type (2025-2030) & (US\$ Million)
- Table 31. Global Emotion Analytics Revenue Market Share by Type (2019-2024) & (US\$ Million)
- Table 32. Global Emotion Analytics Revenue Market Share by Type (2025-2030) & (US\$ Million)
- Table 33. Global Emotion Analytics Revenue by Application 2019 VS 2023 VS 2030 (US\$ Million)
- Table 34. Global Emotion Analytics Revenue by Application (2019-2024) & (US\$ Million)
- Table 35. Global Emotion Analytics Revenue by Application (2025-2030) & (US\$ Million)
- Table 36. Global Emotion Analytics Revenue Market Share by Application (2019-2024) & (US\$ Million)
- Table 37. Global Emotion Analytics Revenue Market Share by Application (2025-2030) & (US\$ Million)
- Table 38. Microsoft Company Information
- Table 39. Microsoft Business Overview
- Table 40. Microsoft Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 41. Microsoft Emotion Analytics Product Portfolio
- Table 42. Microsoft Recent Development
- Table 43. IBM Company Information
- Table 44. IBM Business Overview
- Table 45. IBM Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 46. IBM Emotion Analytics Product Portfolio
- Table 47. IBM Recent Development
- Table 48. Imotions A/S Company Information
- Table 49. Imotions A/S Business Overview
- Table 50. Imotions A/S Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 51. Imotions A/S Emotion Analytics Product Portfolio
- Table 52. Imotions A/S Recent Development
- Table 53. Kairos Company Information
- Table 54. Kairos Business Overview
- Table 55. Kairos Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 56. Kairos Emotion Analytics Product Portfolio
- Table 57. Kairos Recent Development



- Table 58. Beyond Verbal Company Information
- Table 59. Beyond Verbal Business Overview
- Table 60. Beyond Verbal Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 61. Beyond Verbal Emotion Analytics Product Portfolio
- Table 62. Beyond Verbal Recent Development
- Table 63. Affectiva Company Information
- Table 64. Affectiva Business Overview
- Table 65. Affectiva Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 66. Affectiva Emotion Analytics Product Portfolio
- Table 67. Affectiva Recent Development
- Table 68. Eyeris (EmoVu) Company Information
- Table 69. Eyeris (EmoVu) Business Overview
- Table 70. Eyeris (EmoVu) Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 71. Eyeris (EmoVu) Emotion Analytics Product Portfolio
- Table 72. Eyeris (EmoVu) Recent Development
- Table 73. NViso SA Company Information
- Table 74. NViso SA Business Overview
- Table 75. NViso SA Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 76. NViso SA Emotion Analytics Product Portfolio
- Table 77. NViso SA Recent Development
- Table 78. Realeyes Company Information
- Table 79. Realeyes Business Overview
- Table 80. Realeyes Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 81. Realeyes Emotion Analytics Product Portfolio
- Table 82. Realeyes Recent Development
- Table 83. Yuyidata Company Information
- Table 84. Yuyidata Business Overview
- Table 85. Yuyidata Emotion Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- Table 86. Yuyidata Emotion Analytics Product Portfolio
- Table 87. Yuyidata Recent Development
- Table 88. Adoreboard Company Information
- Table 89. Adoreboard Business Overview
- Table 90. Adoreboard Emotion Analytics Sales (K Units), Revenue (US\$ Million), Price



(USD/Unit) and Gross Margin (2019-2024)

Table 91. Adoreboard Emotion Analytics Product Portfolio

Table 92. Adoreboard Recent Development

Table 93. Heartbeat Al Company Information

Table 94. Heartbeat Al Business Overview

Table 95. Heartbeat AI Emotion Analytics Sales (K Units), Revenue (US\$ Million), Price

(USD/Unit) and Gross Margin (2019-2024)

Table 96. Heartbeat AI Emotion Analytics Product Portfolio

Table 97. Heartbeat Al Recent Development

Table 98. Deloitte Company Information

Table 99. Deloitte Business Overview

Table 100. Deloitte Emotion Analytics Sales (K Units), Revenue (US\$ Million), Price

(USD/Unit) and Gross Margin (2019-2024)

Table 101. Deloitte Emotion Analytics Product Portfolio

Table 102. Deloitte Recent Development

Table 103. SAS Institute Inc Company Information

Table 104. SAS Institute Inc Business Overview

Table 105. SAS Institute Inc Emotion Analytics Sales (K Units), Revenue (US\$ Million),

Price (USD/Unit) and Gross Margin (2019-2024)

Table 106. SAS Institute Inc Emotion Analytics Product Portfolio

Table 107. SAS Institute Inc Recent Development

Table 108. Clarabridge Company Information

Table 109. Clarabridge Business Overview

Table 110. Clarabridge Emotion Analytics Sales (K Units), Revenue (US\$ Million), Price

(USD/Unit) and Gross Margin (2019-2024)

Table 111. Clarabridge Emotion Analytics Product Portfolio

Table 112. Clarabridge Recent Development

Table 113. Crimson Hexagon Company Information

Table 114. Crimson Hexagon Business Overview

Table 115. Crimson Hexagon Emotion Analytics Sales (K Units), Revenue (US\$

Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 116. Crimson Hexagon Emotion Analytics Product Portfolio

Table 117. Crimson Hexagon Recent Development

Table 118. Berkshire Media Company Information

Table 119. Berkshire Media Business Overview

Table 120. Berkshire Media Emotion Analytics Sales (K Units), Revenue (US\$ Million),

Price (USD/Unit) and Gross Margin (2019-2024)

Table 121. Berkshire Media Emotion Analytics Product Portfolio

Table 122. Berkshire Media Recent Development



- Table 123. Dentsu Company Information
- Table 124. Dentsu Business Overview
- Table 125. Dentsu Emotion Analytics Sales (K Units), Revenue (US\$ Million), Price
- (USD/Unit) and Gross Margin (2019-2024)
- Table 126. Dentsu Emotion Analytics Product Portfolio
- Table 127. Dentsu Recent Development
- Table 128. North America Emotion Analytics Revenue by Type (2019-2024) & (US\$ Million)
- Table 129. North America Emotion Analytics Revenue by Application (2019-2024) & (US\$ Million)
- Table 130. North America Emotion Analytics Revenue by Country (2019 VS 2023 VS 2030) & (US\$ Million)
- Table 131. North America Emotion Analytics Revenue by Country (2019-2024) & (US\$ Million)
- Table 132. North America Emotion Analytics Revenue by Country (2025-2030) & (US\$ Million)
- Table 133. Europe Emotion Analytics Revenue by Type (2019-2024) & (US\$ Million)
- Table 134. Europe Emotion Analytics Revenue by Application (2019-2024) & (US\$ Million)
- Table 135. Europe Emotion Analytics Revenue by Country (2019 VS 2023 VS 2030) & (US\$ Million)
- Table 136. Europe Emotion Analytics Revenue by Country (2019-2024) & (US\$ Million)
- Table 137. Europe Emotion Analytics Revenue by Country (2025-2030) & (US\$ Million)
- Table 138. China Emotion Analytics Revenue by Type (2019-2024) & (US\$ Million)
- Table 139. China Emotion Analytics Revenue by Application (2019-2024) & (US\$ Million)
- Table 140. Asia Emotion Analytics Revenue by Type (2019-2024) & (US\$ Million)
- Table 141. Asia Emotion Analytics Revenue by Application (2019-2024) & (US\$ Million)
- Table 142. Asia Emotion Analytics Revenue by Country (2019 VS 2023 VS 2030) & (US\$ Million)
- Table 143. Asia Emotion Analytics Revenue by Country (2019-2024) & (US\$ Million)
- Table 144. Asia Emotion Analytics Revenue by Country (2025-2030) & (US\$ Million)
- Table 145. MEALA Emotion Analytics Revenue by Type (2019-2024) & (US\$ Million)
- Table 146. MEALA Emotion Analytics Revenue by Application (2019-2024) & (US\$ Million)
- Table 147. MEALA Emotion Analytics Revenue by Country (2019 VS 2023 VS 2030) & (US\$ Million)
- Table 148. MEALA Emotion Analytics Revenue by Country (2019-2024) & (US\$ Million)
- Table 149. MEALA Emotion Analytics Revenue by Country (2025-2030) & (US\$ Million)



Table 150. Research Programs/Design for This Report

Table 151. Authors List of This Report

Table 152. Secondary Sources

Table 153. Primary Sources



# **List Of Figures**

#### **LIST OF FIGURES**

- Figure 1. Emotion Analytics Product Picture
- Figure 2. Global Emotion Analytics Market Size Growth Rate by Type (US\$ Million),
- 2019 VS 2023 VS 2030
- Figure 3. Global Emotion Analytics Market Size Share 2019 VS 2023 VS 2030
- Figure 4. Facial Analytics Picture
- Figure 5. Speech Analytics Picture
- Figure 6. Video Analytics Picture
- Figure 7. Others Picture
- Figure 8. Global Emotion Analytics Market Size Growth Rate by Application (US\$
- Million), 2019 VS 2023 VS 2030
- Figure 9. Global Emotion Analytics Market Size Share 2019 VS 2023 VS 2030
- Figure 10. Media & Entertainment Picture
- Figure 11. Retail and Education Picture
- Figure 12. Financial Services Picture
- Figure 13. Healthcare Picture
- Figure 14. Others Picture
- Figure 15. Global Emotion Analytics Market Size (US\$ Million) & (2019-2030)
- Figure 16. Global Emotion Analytics Market Size, (US\$ Million), 2019 VS 2023 VS 2030
- Figure 17. Global Emotion Analytics Market Share by Region: 2019 VS 2023 VS 2030
- Figure 18. Global Emotion Analytics Players Revenue Share Top 10 and Top 5 in 2023
- Figure 19. Players Type (Tier 1, Tier 2, and Tier 3): 2019 VS 2023
- Figure 20. Global Emotion Analytics Revenue by Type (2019 VS 2023 VS 2030) & (US\$ Million)
- Figure 21. Global Emotion Analytics Revenue Market Share 2019 VS 2023 VS 2030
- Figure 22. Global Emotion Analytics Revenue Market Share by Type (2019-2030)
- Figure 23. Global Emotion Analytics Revenue by Application (2019 VS 2023 VS 2030) & (US\$ Million)
- Figure 24. Global Emotion Analytics Revenue Market Share by Application (2019 VS 2023 VS 2030)
- Figure 25. Global Emotion Analytics Revenue Market Share by Application (2019-2030)
- Figure 26. North America Emotion Analytics Revenue YoY Growth (2019-2030) & (US\$ Million)
- Figure 27. North America Emotion Analytics Revenue by Type (2025-2030) & (US\$ Million)
- Figure 28. North America Emotion Analytics Revenue Share by Type (2019-2030)



- Figure 29. North America Emotion Analytics Revenue by Application (2025-2030) & (US\$ Million)
- Figure 30. North America Emotion Analytics Revenue Share by Application (2019-2030)
- Figure 31. North America Emotion Analytics Revenue Share by Country (2019-2030)
- Figure 32. United States Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 33. Canada Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 34. Europe Emotion Analytics Revenue YoY Growth (2019-2030) & (US\$ Million)
- Figure 35. Europe Emotion Analytics Revenue by Type (2025-2030) & (US\$ Million)
- Figure 36. Europe Emotion Analytics Revenue Share by Type (2019-2030)
- Figure 37. Europe Emotion Analytics Revenue by Application (2025-2030) & (US\$ Million)
- Figure 38. Europe Emotion Analytics Revenue Share by Application (2019-2030)
- Figure 39. Europe Emotion Analytics Revenue Share by Country (2019-2030)
- Figure 40. Germany Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 41. France Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 42. U.K. Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 43. Italy Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 44. Russia Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 45. Nordic Countries Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 46. China Emotion Analytics Revenue YoY Growth (2019-2030) & (US\$ Million)
- Figure 47. China Emotion Analytics Revenue by Type (2025-2030) & (US\$ Million)
- Figure 48. China Emotion Analytics Revenue Share by Type (2019-2030)
- Figure 49. China Emotion Analytics Revenue by Application (2025-2030) & (US\$ Million)
- Figure 50. China Emotion Analytics Revenue Share by Application (2019-2030)
- Figure 51. Asia Emotion Analytics Revenue YoY Growth (2019-2030) & (US\$ Million)
- Figure 52. Asia Emotion Analytics Revenue by Type (2025-2030) & (US\$ Million)
- Figure 53. Asia Emotion Analytics Revenue Share by Type (2019-2030)
- Figure 54. Asia Emotion Analytics Revenue by Application (2025-2030) & (US\$ Million)
- Figure 55. Asia Emotion Analytics Revenue Share by Application (2019-2030)
- Figure 56. Asia Emotion Analytics Revenue Share by Country (2019-2030)
- Figure 57. Japan Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 58. South Korea Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)
- Figure 59. India Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)



Figure 60. Australia Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 61. China Taiwan Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 62. Southeast Asia Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 63. MEALA Emotion Analytics Revenue YoY Growth (2019-2030) & (US\$ Million)

Figure 64. MEALA Emotion Analytics Revenue by Type (2025-2030) & (US\$ Million)

Figure 65. MEALA Emotion Analytics Revenue Share by Type (2019-2030)

Figure 66. MEALA Emotion Analytics Revenue by Application (2025-2030) & (US\$ Million)

Figure 67. MEALA Emotion Analytics Revenue Share by Application (2019-2030)

Figure 68. MEALA Emotion Analytics Revenue Share by Country (2019-2030)

Figure 69. Mexico Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 70. South Korea Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 71. Brazil Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 72. Israel Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 73. Argentina Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 74. Colombia Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 75. Turkey Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 76. Saudi Arabia Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 77. UAE Emotion Analytics Revenue YoY Growth (US\$ Million) & (2019-2030)

Figure 78. Years Considered

Figure 79. Research Process

Figure 80. Key Executives Interviewed



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