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Global Cognitive Computing Market Size study, by Technology (Natural Language Processing, Machine Learning, Automated Reasoning), by End User (Small and Medium Businesses (SMBS) Large Enterprises), by Deployment Model (On-Premises, Cloud), by Vertical (BFSI, Consumer Goods and Retail, Aerospace and Defense, Telecom and IT, Energy and Power, Travel and Tourism, Media and Entertainment, Education and Research) and Regional Forecasts 2019-2026

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Abstracts

Global Cognitive Computing Market is valued approximately at USD 9.16073 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 37% over the forecast period 2019-2026. Cognitive Computing is different from computer programming. It is a system that uses natural language processing (NLP) and machine learning algorithms to sense, predict and conclude a situation from the digital data available in the form of human voice, videos, pictures, etc. This system can process unstructured data and learn from experiences much like humans. The use of Cognitive computing in making decisions in industries like health care, customer services and finance and its expansion to education, research and defense industries are the few factors responsible for high CAGR of the market over the forecast period.

The regional analysis of global Cognitive Computing Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of

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market share owing to the growing demand for Cognitive Computing applications in healthcare, BFSI, consumer goods and retail, aerospace and defense, telecom and IT, energy and power, travel and tourism, media and entertainment and education and research . However, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2019-2026. Further application of Cognitive Computing in the industries like health care, finance and customer service are the factors that would create lucrative growth opportunities for the Cognitive Computing market across the region.

Major market player included in this report are:
Google
IBM
Microsoft Corporation
Palantir
Saffron Technology
Cold Light
Cognitive Scale
Enterra Solutions
Numenta
Vicarious
The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Technology
Introduction
Natural Language Processing (NLP)
Machine Learning
Automated Reasoning
Other Technologies

By End User
Introduction

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Small and Medium Businesses (SMBS)
Large Enterprises
By Deployment Model
Introduction
Cloud
On-Premises

By Vertical
Introduction
BFSI
Consumer Goods and Retail
Aerospace and Defense
Telecom and It
Energy and Power
Travel and Tourism
Media and Entertainment
Education and Research

By Region:
North America
U.S.
Canada
Europe
UK
Germany
Asia Pacific
China
India
Japan
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017

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Base year – 2018
Forecast period – 2019 to 2026

Target Audience of the Global Cognitive Computing Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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