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Global Sentiment Analytics Market Size study, by Enterprise Size (Small and medium sized enterprise, large enterprise) by End-Users (BFSI, Media and telecom, Government, Healthcare, Manufacturing, Retail, Others) by Deployment (Cloud Based, On premise) and Regional Forecasts 2021-2027

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Abstracts

Global Sentiment Analytics Market is valued approximately USD XXXX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XXXX % over the forecast period 2021-2027. Sentiment Analytics is an evolving field that performs artificial intelligence techniques to identify emotions and opinions expressed in a text message. It is most popular for social media platforms. The increasing demand of AI, ML, NLP will help the business man to grab business opportunity. According to Sentiment Analysis of Impact Technology, in the end of year 2020, 42% of the work in companies will be done on machines as compared to 29% in 2018. Along with this, as technological advancement and modernization in software increases, sentiment market will develop vast opportunity for the data science business. However, lack of awareness among consumer is the major factor that is restraining the growth of the market in the forecasted period 2021-2027.

The key regions considered for the global Sentiment Analytics market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is leading the market of sentiment analytics in the forecasted period. As large number of market players are present in the region. As the region is developed the new innovation in technology is possible. Whereas, Asia-Pacific is also anticipated to exhibit highest CAGR over the forecast period 2021-2027. As there is technological advancement and there is increased adoption of analytics solution by number

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industries. Which will increase the growth of sentiment analytics in the region over the forecasted period.

Major market player included in this report are:
Brandwatch
Clarabridge, Inc.
IBM Corporation
Lexalytics, Inc.
MeaningCloud LLC
MonkeyLearn Inc.
NetOwl
RapidMiner, Inc.
Repustate Inc.
SAS Institute Inc.

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 Enterprise Size:
Small and medium sized enterprise
Large enterprise
By End-Users:
BFSI
Media and telecom
Government
Healthcare
Manufacturing
Retail
Others
By Deployment:
Cloud Based
On premise
By Region:

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North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Sentiment Analytics 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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