

Global Text Analytics Market Size Study & Forecast, by Component, Application, Deployment, Vertical and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/GBE5CB3964AAEN.html>

Date: June 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: GBE5CB3964AAEN

Abstracts

The Global Text Analytics Market was valued at approximately USD 3.96 billion in 2024 and is projected to grow robustly, expanding at a CAGR of 14.73% during the forecast period from 2025 to 2035. As enterprises continue to navigate a deluge of unstructured data from emails, chats, reviews, and social media, the demand for technologies that can decipher, contextualize, and transform this text into actionable intelligence has reached a tipping point. Text analytics, powered by advances in natural language processing (NLP), artificial intelligence (AI), and machine learning (ML), has emerged as a critical tool in decoding customer sentiments, detecting fraud, automating compliance, and driving strategic business insights.

As organizations strive to become more agile and customer-centric, the adoption of text analytics has accelerated across industries, particularly in domains where customer interactions and feedback loops shape business performance. Customer experience management, in particular, is witnessing increased traction as companies deploy text analytics to extract meaningful insights from multichannel interactions. Moreover, workforce analytics is also benefitting from these solutions, enabling businesses to decode employee feedback, engagement levels, and organizational culture metrics. However, challenges such as data privacy concerns, language complexities, and the high cost of implementation—especially for on-premise solutions—could dampen market momentum to some extent.

Regionally, North America currently leads the global text analytics market, driven by a highly digitized economy, strong presence of AI/ML developers, and mature enterprises increasingly investing in business intelligence platforms. The U.S. has emerged as the innovation hub with heavy investments in advanced analytics and natural language

understanding. Europe is also witnessing steady adoption, primarily fueled by growing emphasis on regulatory compliance, GDPR mandates, and digital transformation initiatives. Meanwhile, the Asia Pacific region is expected to witness the highest growth rate during the forecast period, underpinned by expanding digital footprints, booming e-commerce, and an increasing focus on customer service automation in emerging economies like India, China, and Southeast Asia.

Major market player included in this report are:

IBM Corporation

Microsoft Corporation

SAP SE

SAS Institute Inc.

OpenText Corporation

Google LLC

Amazon Web Services, Inc.

Oracle Corporation

Clarabridge, Inc.

RapidMiner, Inc.

Angoss Software Corporation

Lexalytics, Inc.

MeaningCloud LLC

Qualtrics International Inc.

Salesforce, Inc.

Global Text Analytics Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025–2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Component:

Software

Services

By Application:

Customer Experience Management

Workforce Management

By Deployment:

On-Premise

Cloud

By Vertical:

BFSI

Manufacturing

Government

Retail

E-Commerce

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL TEXT ANALYTICS MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top-Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. Key Findings

CHAPTER 3. GLOBAL TEXT ANALYTICS MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping the Global Text Analytics Market (2024–2035)
- 3.2. Drivers
 - 3.2.1. Escalating Need to Analyze Unstructured Data Streams
 - 3.2.2. Proliferation of AI/ML and NLP Technologies
- 3.3. Restraints
 - 3.3.1. Data Privacy and Security Concerns
 - 3.3.2. High Implementation and Integration Costs
- 3.4. Opportunities
 - 3.4.1. Rising Demand in E-Commerce and Customer Centricity
 - 3.4.2. Integration with Enterprise Resource Planning Systems

CHAPTER 4. GLOBAL TEXT ANALYTICS INDUSTRY ANALYSIS

- 4.1. Porter's Five Forces Model
 - 4.1.1. Bargaining Power of Buyers
 - 4.1.2. Bargaining Power of Suppliers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's Five Forces Forecast Model (2024–2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economic
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024–2025)
- 4.7. Global Pricing Analysis and Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL TEXT ANALYTICS MARKET SIZE & FORECASTS BY COMPONENT 2025–2035

- 5.1. Market Overview
- 5.2. Software
 - 5.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.2.2. Market Size Analysis by Region, 2025–2035
- 5.3. Services
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.3.2. Market Size Analysis by Region, 2025–2035

CHAPTER 6. GLOBAL TEXT ANALYTICS MARKET SIZE & FORECASTS BY APPLICATION 2025–2035

- 6.1. Market Overview
- 6.2. Customer Experience Management
 - 6.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

- 6.2.2. Market Size Analysis by Region, 2025–2035
- 6.3. Workforce Management
 - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 6.3.2. Market Size Analysis by Region, 2025–2035

CHAPTER 7. GLOBAL TEXT ANALYTICS MARKET SIZE & FORECASTS BY REGION 2025–2035

- 7.1. Regional Market Snapshot
- 7.2. Top Leading & Emerging Countries
- 7.3. North America Text Analytics Market
 - 7.3.1. U.S. Text Analytics Market
 - 7.3.1.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.3.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.3.2. Canada Text Analytics Market
 - 7.3.2.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.3.2.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.4. Europe Text Analytics Market
 - 7.4.1. UK Text Analytics Market
 - 7.4.1.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.4.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.2. Germany Text Analytics Market
 - 7.4.2.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.4.2.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.3. France Text Analytics Market
 - 7.4.3.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.4.3.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.4. Spain Text Analytics Market
 - 7.4.4.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.4.4.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.5. Italy Text Analytics Market
 - 7.4.5.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.4.5.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.6. Rest of Europe Text Analytics Market
 - 7.4.6.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.4.6.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.5. Asia Pacific Text Analytics Market
 - 7.5.1. China Text Analytics Market
 - 7.5.1.1. Component Breakdown Size & Forecasts, 2025–2035

- 7.5.1.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.5.2. India Text Analytics Market
 - 7.5.2.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.2.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.5.3. Japan Text Analytics Market
 - 7.5.3.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.3.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.5.4. Australia Text Analytics Market
 - 7.5.4.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.4.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.5.5. South Korea Text Analytics Market
 - 7.5.5.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.5.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.5.6. Rest of Asia Pacific Text Analytics Market
 - 7.5.6.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.5.6.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.6. Latin America Text Analytics Market
 - 7.6.1. Brazil Text Analytics Market
 - 7.6.1.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.6.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.6.2. Mexico Text Analytics Market
 - 7.6.2.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.6.2.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.7. Middle East & Africa Text Analytics Market
 - 7.7.1. UAE Text Analytics Market
 - 7.7.1.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.7.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.7.2. Saudi Arabia Text Analytics Market
 - 7.7.2.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.7.2.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.7.3. South Africa Text Analytics Market
 - 7.7.3.1. Component Breakdown Size & Forecasts, 2025–2035
 - 7.7.3.2. Application Breakdown Size & Forecasts, 2025–2035

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. IBM Corporation
 - 8.2.1. Company Overview

- 8.2.2. Key Executives
- 8.2.3. Company Snapshot
- 8.2.4. Financial Performance (Subject to Data Availability)
- 8.2.5. Product/Services Portfolio
- 8.2.6. Recent Development
- 8.2.7. Market Strategies
- 8.2.8. SWOT Analysis
- 8.3. Microsoft Corporation
- 8.4. SAP SE
- 8.5. SAS Institute Inc.
- 8.6. OpenText Corporation
- 8.7. Google LLC
- 8.8. Amazon Web Services, Inc.
- 8.9. Oracle Corporation
- 8.10. Clarabridge, Inc.
- 8.11. RapidMiner, Inc.
- 8.12. Angoss Software Corporation
- 8.13. Lexalytics, Inc.
- 8.14. MeaningCloud LLC
- 8.15. Qualtrics International Inc.
- 8.16. Salesforce, Inc.

List Of Tables

LIST OF TABLES

Table 1. Global Text Analytics Market, Report Scope
Table 2. Global Text Analytics Market Estimates & Forecasts By Region 2024–2035
Table 3. Global Text Analytics Market Estimates & Forecasts By Component 2024–2035
Table 4. Global Text Analytics Market Estimates & Forecasts By Application 2024–2035
Table 5. Global Text Analytics Market Estimates & Forecasts By Deployment 2024–2035
Table 6. Global Text Analytics Market Estimates & Forecasts By Vertical 2024–2035
Table 7. U.S. Text Analytics Market Estimates & Forecasts, 2024–2035
Table 8. Canada Text Analytics Market Estimates & Forecasts, 2024–2035
Table 9. UK Text Analytics Market Estimates & Forecasts, 2024–2035
Table 10. Germany Text Analytics Market Estimates & Forecasts, 2024–2035
Table 11. France Text Analytics Market Estimates & Forecasts, 2024–2035
Table 12. Spain Text Analytics Market Estimates & Forecasts, 2024–2035
Table 13. Italy Text Analytics Market Estimates & Forecasts, 2024–2035
Table 14. Rest of Europe Text Analytics Market Estimates & Forecasts, 2024–2035
Table 15. China Text Analytics Market Estimates & Forecasts, 2024–2035
Table 16. India Text Analytics Market Estimates & Forecasts, 2024–2035
Table 17. Japan Text Analytics Market Estimates & Forecasts, 2024–2035
Table 18. Australia Text Analytics Market Estimates & Forecasts, 2024–2035
Table 19. South Korea Text Analytics Market Estimates & Forecasts, 2024–2035
Table 20. Brazil & Mexico Text Analytics Market Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Fig 1. Global Text Analytics Market, Research Methodology
- Fig 2. Global Text Analytics Market, Market Estimation Techniques
- Fig 3. Global Text Analytics Market, Market Size Estimates & Forecast Methods
- Fig 4. Global Text Analytics Market, Key Trends 2025
- Fig 5. Global Text Analytics Market, Growth Prospects 2024–2035
- Fig 6. Global Text Analytics Market, Porter's Five Forces Model
- Fig 7. Global Text Analytics Market, PESTEL Analysis
- Fig 8. Global Text Analytics Market, Value Chain Analysis
- Fig 9. Text Analytics Market By Component, 2025 & 2035
- Fig 10. Text Analytics Market By Application, 2025 & 2035
- Fig 11. Text Analytics Market By Deployment, 2025 & 2035
- Fig 12. Text Analytics Market By Vertical, 2025 & 2035
- Fig 13. North America Text Analytics Market, 2025 & 2035
- Fig 14. Europe Text Analytics Market, 2025 & 2035
- Fig 15. Asia Pacific Text Analytics Market, 2025 & 2035
- Fig 16. Latin America Text Analytics Market, 2025 & 2035
- Fig 17. Middle East & Africa Text Analytics Market, 2025 & 2035
- Fig 18. Global Text Analytics Market, Company Market Share Analysis (2025)

I would like to order

Product name: Global Text Analytics Market Size Study & Forecast, by Component, Application, Deployment, Vertical and Regional Forecasts 2025-2035

Product link: <https://marketpublishers.com/r/GBE5CB3964AAEN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GBE5CB3964AAEN.html>