

# NeuroMarket - 2024-2032

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## Abstracts

The NeuroMarket was valued at US\$ 1.74 billion in 2024 and is anticipated to reach US\$ 3.52 billion by 2032, at a CAGR of 0.0921 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the NeuroMarket.

This report delivers a comprehensive overview of the NeuroMarket, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding NeuroMarket. The NeuroMarket size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2024–2032.

NeuroMarket Scope:

By Technology

Functional Magnetic Resonance Imaging (fMRI)

Electroencephalography (EEG)

Eye Tracking

## Biometrics

Positron Emission Tomography (PET)

Others

## By Application

Advertising Testing

Product Packaging Design

Branding and Positioning

Pricing and Product Features

Customer Experience/User Experience (CX/UX)

Market Research and Consumer Behavior Studies

Retail and Shopper Experience Optimization

Others

## By End-User

Consumer Goods

Healthcare & Pharmaceuticals

Financial Services

Telecommunications

Food & Beverage

Automotive

Others

## Key Players

Merchant Mechanics, Inc.

Immersion Neuroscience

Buyology inc.

Uniphore Technologies Inc.

Neural Sense (Pty) Ltd

Affectiva

Cloud Army Network Inc.

Nielsen Consumer LLC

Neurons Inc.

BrainSigns SRL

## Major Highlights

This report delivers a comprehensive overview of the NeuroMarket, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding NeuroMarket. The NeuroMarket size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2024–2032.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by

region.

#### Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

Asia-Pacific (India, Japan, China, South Korea, Australia, Indonesia Rest of Asia Pacific)

South America (Colombia, Brazil, Argentina, Rest of South America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

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## Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

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