

Global Emotion Analytics Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Emotion Analytics market size will reach 2,106.02 Million USD in 2025 and is projected to reach 11,228.66 Million USD by 2032, with a CAGR of 27.01% (2025-2032). Notably, the China Emotion Analytics market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Emotion analytics, also known as affective computing or sentiment analysis, is a technology that involves the use of artificial intelligence and data analysis techniques to identify, understand, and interpret human emotions and sentiments based on various sources of data, such as text, voice, facial expressions, or physiological signals. Emotion analytics aims to gain insights into people's emotional responses, moods, and attitudes, providing valuable information for businesses, healthcare, and other fields. Applications of emotion analytics include sentiment analysis in customer feedback, emotion recognition in human-computer interaction, mental health monitoring, and personalization of marketing and content to enhance user experiences. It plays a significant role in understanding human behavior and emotional responses in a digital age, allowing organizations to make informed decisions and improve their services based on emotional insights.

The major global suppliers of Emotion Analytics include Microsoft, IBM, Imotions A/S, Kairos, Beyond Verbal, Affectiva, Eyeris (EmoVu), NViso SA, Realeyes, Yuyidata,

Adoreboard, Deloitte, Heartbeat AI, SAS Institute Inc, Clarabridge, Crimson Hexagon, Berkshire Media, Dentsu, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Emotion Analytics. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Emotion Analytics market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Emotion Analytics market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Emotion Analytics industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Emotion Analytics Include:

Microsoft

IBM

Imotions A/S

Kairos

Beyond Verbal

Affectiva

Eyeris (EmoVu)

NViso SA

Realeyes

Yuyidata

Adoreboard

Deloitte

Heartbeat AI

SAS Institute Inc

Clarabridge

Crimson Hexagon

Berkshire Media

Dentsu

Emotion Analytics Product Segment Include:

Facial Analytics

Speech Analytics

Video Analytics

Others

Emotion Analytics Product Application Include:

Media & Entertainment

Retail and Education

Financial Services

Healthcare

Others

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