+44 20 8123 2220
info@marketpublishers.com

Text Analytics Market By Deployment mode, (On-premise model, Cloud based model), By Application, (Predictive Analytics, Competitive Intelligence, Customer Relationship Management, Fraud detection, Brand Reputation), Estimation & Forecast, 2016 - 2024

https://marketpublishers.com/r/T11E03B9DADEN.html
Date: October 2017
Pages: 150
Price: US$ 4,421.00 (Single User License)
ID: T11E03B9DADEN

Abstracts

Global Text Analytics Market was valued at $2.7 billion in 2016 and is expected to reach $18.3 billion by 2024, having a CAGR of 27.9% during the forecast period of 2017 to 2024. The predictive analysis application segment gained the highest revenue share in the global text analytics market.

Text analytics- a technology still in its nascent stage, analyzes unstructured text, extracts relevant information, and transforms it into structured information that can be leveraged in numerous ways. Development of effective data collection and metadata management policies within an organization may help improve the technology efficacy, and drive the text analytics market. The text analytics field is evolving as humongous amount of data is being generated from various sources such as social web sites, emails, conversations, audios, documents, tweets, web blogs, forums, etc. The prime feature making this market attractive is its ability to analyze the sentiments hidden in the text.

MARKET DETERMINANTS

The global text analytics market has witnessed decent growth in the recent years due to the advancements in technology. The prime factor driving the growth of global text analytics market is the increase in adoption of cloud computing technology by the enterprises. Moreover, the acceptance and usage of social media platforms and analysis of unstructured text on such platforms are fueling the market growth. According

+44 20 8123 2220
info@marketpublishers.com

to Pew Research Centre, nowadays 65% of adults use social networking sites- a nearly tenfold rise since the past decade. However, the misuse of data, high cost of analytics software and lack of awareness regarding such technology act as the major hurdles in the growth of the market. Whereas, generation of humongous data and advancement in technology leading to linguistic analysis are expected to create huge opportunities for the growth of market in the coming years.

SEGMENT ANALYSIS

The global text analytics market is segmented on the basis of deployment mode, application, end users, and geography. By deployment mode, the market is segmented into on-premise, and cloud based model. On the basis of application, the market is segmented as predictive analytics, competitive intelligence, customer relationship management, fraud detection, and brand reputation. By end users, the segment is categorized into FMCG, BFSI, healthcare & pharmaceuticals, telecom, government, and retail. Geography wise, the market is segmented into North America, Europe, Asia-Pacific, and Rest of the World. North America was the largest global text analytics market in terms of revenue, by holding 2/5 shares of the market, in 2016. It is expected to maintain its dominance and grow with a CAGR of 24.8% from 2017-2024.

Some eminent market players are Attensity Inc., Microsoft Corporation, Statistical Analysis System, International Business Machine (IBM), SAP, Hewlett Packard (HP), Oracle, Tableau Software, Clarabridge, Tibco Software. In April, 2017 Oracle acquired Moat, an ad measurement company that helps advertisers and publishers measure whether people see and interact with online ads. The acquisition occurred with a belief that there is an opportunity to fundamentally improve marketing and storytelling by brands and publishers through better data and analytics.

GLOBAL TEXT ANALYTICS market segmentation

By Deployment mode

On-premise model

Cloud based model

By Application

+44 20 8123 2220
info@marketpublishers.com

Predictive Analytics

Competitive Intelligence

Customer Relationship Management

Fraud detection

Brand Reputation

By End user

FMCG

BFSI

Healthcare and Pharmaceuticals

Telecom

Government

Retail

By Geography

North America

Europe

Asia-Pacific

Rest of the World

KEY MARKET PLAYERS

+44 20 8123 2220
info@marketpublishers.com

Attensity Inc.

Microsoft Corporation

Statistical Analysis System

International Business Machine (IBM)

SAP

Hewlett Packard (HP)

Oracle

Tableau Software

Clarabridge

Tibco Software

+44 20 8123 2220
info@marketpublishers.com

Contents

CHAPTER 1. INTRODUCTION

1.1. RESEARCH METHODOLOGY
  1.1.1. ERC desk research
  1.1.2. ERC data synthesis
  1.1.3. Data validation and market feedback
  1.1.4. ERC data sources
1.2. RESEARCH SCOPE

CHAPTER 2. MARKET LANDSCAPE

2.1. RESEARCH SUMMARY
2.2. VALUE CHAIN ANALYSIS
2.3. FIVE FORCES ANALYSIS
2.4. MARKET SHARE ANALYSIS
2.5. DEMAND FORECAST
2.6. BUSINESS INTELLIGENCE & STRATEGIC ANALYSIS
2.7. MARKET DETERMINANTS
  2.7.1. Drivers
    2.7.1.1. Rising adoption of cloud computing technology
    2.7.1.2. Growing acceptance of social media analytics
    2.7.1.3. Relation between big data and text
  2.7.2. Restraints
    2.7.2.1. High cost of software
    2.7.2.2. Misuse of data
    2.7.2.3. Lack of awareness
  2.7.3. Opportunities
    2.7.3.1. Big data analytics
    2.7.3.2. Linguistic analysis method

CHAPTER 3. GLOBAL TEXT ANALYTICS MARKET BY DEPLOYMENT MODELS

3.1. SEGMENT OUTLINE
3.2. GLOBAL TEXT ANALYTICS MARKET REVENUE BY DEPLOYMENT MODELS, 2016-2024
3.3. ON PREMISE MODEL
  3.3.1. Trend analysis

+44 20 8123 2220
info@marketpublishers.com

3.3.2. Market growth indicators
3.3.3. Global on premise market revenue by region, 2016-2024
3.4. CLOUD BASED MODEL
3.4.1. Trend analysis
3.4.2. Market growth indicators
3.4.3. Global cloud based model market revenue by region, 2016-2024

CHAPTER 4. GLOBAL TEXT ANALYATICS MARKET BY END USER

4.1. SEGMENT OUTLINE
4.2. GLOBAL TEXT ANALYTICS MARKET REVENUE BY END USER, 2016-2024
4.3. FAST MOVING CONSUMER GOODS (FMCG)
4.3.1. Trend analysis
4.3.2. Market growth indicators
4.3.3. Global fast moving consumer goods (FMCG) market revenue by region, 2016-2024
4.4. BANKING FINANCIAL SERVICES AND INSURANCE (BFSI)
4.4.1. Trend analysis
4.4.2. Market growth indicators
4.4.3. Global banking financial services and insurance (BFSI) market revenue by region, 2016-2024
4.5. HEALTHCARE AND PHARMACUTICALS
4.5.1. Trend analysis
4.5.2. Market growth indicators
4.5.3. Global healthcare and pharmacuticals market revenue by region, 2016-2024
4.6. TELECOM
4.6.1. Trend analysis
4.6.2. Market growth indicators
4.6.3. Global telecom market revenue by region, 2016-2024
4.7. GOVERNMENT
4.7.1. Trend analysis
4.7.2. Market growth indicators
4.7.3. Global government market revenue by region, 2016-2024
4.8. RETAIL
4.8.1. Trend analysis
4.8.2. Market growth indicators
4.8.3. Global retail market revenue by region, 2016-2024

CHAPTER 5. GLOBAL TEXT ANALYATICS MARKET BY APPLICATION

+44 20 8123 2220
info@marketpublishers.com

5.1. SEGMENT OUTLINE
5.2. GLOBAL TEXT ANALYTICS MARKET REVENUE BY APPLICATIONS, 2016-2024
5.3. PREDICTIVE ANALYTICS
5.3.1. Trend analysis
5.3.2. Market growth indicators
5.3.3. Global predictive analyatics market revenue by region, 2016-2024
5.4. COMPETITIVE INTELLIGENCE
5.4.1. Trend analysis
5.4.2. Market growth indicators
5.4.3. Global competitive intelligence market revenue by region, 2016-2024
5.5. CUSTOMER RELATIONSHIP MANAGEMENT
5.5.1. Trend analysis
5.5.2. Market growth indicators
5.5.3. Global customer relationship management market revenue by region, 2016-2024
5.6. FRAUD DETECTION
5.6.1. Trend analysis
5.6.2. Market growth indicators
5.6.3. Global fraud detection market revenue by region, 2016-2024
5.7. BRAND REPUTATION
5.7.1. Trend analysis
5.7.2. Market growth indicators
5.7.3. Global brand reputation market revenue by region, 2016-2024

CHAPTER 6. GLOBAL TEXT ANALYATICS MARKET BY GEOGRAPHY

6.1. SEGMENT OUTLINE
6.2. GLOBAL TEXT ANALYTICS MARKET REVENUE BY GEOGRAPHY, 2016-2024
6.3. NORTH AMERICA
6.3.1. Trend analysis
6.3.2. Market growth indicators
6.3.3. North America text analyatics market revenue by end user, 2016-2024
6.4. EUROPE
6.4.1. Trend analysis
6.4.2. Market growth indicators
6.4.3. Europe text analyatics market revenue by end user, 2016-2024
6.5. ASIA PACIFIC
6.5.1. Trend analysis

+44 20 8123 2220
info@marketpublishers.com

6.5.2. Market growth indicators
6.5.3. Asia Pacific text analyatics market revenue by end user, 2016-2024
6.6. ROW
6.6.1. Trend analysis
6.6.2. Market growth indicators
6.6.3. ROW text analyatics market revenue by end user, 2016-2024

CHAPTER 7. KEY VENDOR PROFILES

7.1. ATTENSITY INC.
7.1.1. Company synopsis
7.1.2. Company snapshot
7.1.3. Business overview
7.1.4. Strategic analysis
7.2. MICROSOFT CORPORATION
7.2.1. Company synopsis
7.2.2. Company snapshot
7.2.3. Business overview
7.2.4. Strategic analysis
7.3. STATISTICAL ANALYSIS SYSTEM (SAS)
7.3.1. Company synopsis
7.3.2. Company snapshot
7.3.3. Business overview
7.3.4. Strategic analysis
7.4. INTERNATIONAL BUSINESS MACHINE (IBM)
7.4.1. Company synopsis
7.4.2. Company snapshot
7.4.3. Business overview
7.4.4. Strategic analysis
7.5. SAP
7.5.1. Company synopsis
7.5.2. Company snapshot
7.5.3. Business overview
7.5.4. Strategic analysis
7.6. HEWLETT PACKARD (HP)
7.6.1. Company synopsis
7.6.2. Company snapshot
7.6.3. Business overview
7.6.4. Strategic analysis

+44 20 8123 2220
info@marketpublishers.com

7.7. ORACLE
7.7.1. Company synopsis
7.7.2. Company snapshot
7.7.3. Business overview
7.7.4. Strategic analysis
7.8. TABLEAU SOFTWARE
7.8.1. Company synopsis
7.8.2. Company snapshot
7.8.3. Business overview
7.8.4. Strategic analysis
7.9. CLARABRIDGE
7.9.1. Company synopsis
7.9.2. Company snapshot
7.9.3. Business overview
7.9.4. Strategic analysis
7.10. TIBCO SOFTWARE
7.10.1. Company synopsis
7.10.2. Company snapshot
7.10.3. Business overview
7.10.4. Strategic analysis

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

TABLE NO 1. GLOBAL TEXT ANALYTICS MARKET REVENUE BY DEPLOYMENT, 2016-2024 ($MILLION)
TABLE NO 2. GLOBAL ON PREMISE MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 3. GLOBAL CLOUD BASED MODEL MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 4. GLOBAL TEXT ANALYTICS MARKET REVENUE BY ENDUSER, 2016-2024 ($MILLION)
TABLE NO 5. GLOBAL FAST MOVING CONSUMER GOODS (FMCG) MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 6. GLOBAL BANKING FINANCIAL SERVICES AND INSURANCE (BFSI) MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 7. GLOBAL HEALTHCARE AND PHARMACUTICALS MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 8. GLOBAL TELECOM MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 9. GLOBAL GOVERNMENT MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 10. GLOBAL RETAIL MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 11. GLOBAL TEXT ANALYTICS MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILLION)
TABLE NO 12. GLOBAL PREDICTIVE ANALYATICS MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 13. GLOBAL COMPETITIVE INTELLIGENCE MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 14. GLOBAL CUSTOMER RELATIONSHIP MANAGEMENT MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 15. GLOBAL FRAUD DETECTION MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 16. GLOBAL BRAND REPUTATION MARKET REVENUE BY REGION, 2016-2024 ($MILLION)
TABLE NO 17. GLOBAL TEXT ANALYTICS MARKET REVENUE BY GEOGRAPHY, 2016-2024 ($MILLION)
TABLE NO 18. NORTH AMERICA TEXT ANALYATICS MARKET REVENUE BY

+44 20 8123 2220
info@marketpublishers.com

APPLICATIONS, 2016-2024 ($MILLION)
TABLE NO 19. EUROPE TEXT ANALYATICS MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILLION)
TABLE NO 20. ASIA PACIFIC TEXT ANALYATICS MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILLION)
TABLE NO 21. ROW TEXT ANALYATICS MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILLION)

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

FIGURE NO 1. VALUE CHAIN ANALYSIS
FIGURE NO 2. FIVE FORCES ANALYSIS
FIGURE NO 3. MARKET SHARE ANALYSIS
FIGURE NO 4. INVESTMENT OPPORTUNITIES
FIGURE NO 5. KEY STRATEGIC ATTEMPTS (%SHARE)
FIGURE NO 6. GLOBAL TEXT ANALYTICS MARKET REVENUE BY DEPLOYMENT, 2016-2024 ($MILLION)
FIGURE NO 7. GLOBAL ON PREMISE MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 8. GLOBAL CLOUD BASED MODEL MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 9. GLOBAL TEXT ANALYTICS MARKET REVENUE BY ENDUSER, 2016-2024 ($MILLION)
FIGURE NO 10. GLOBAL FAST MOVING CONSUMER GOODS (FMCG) MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 11. GLOBAL BANKING FINANCIAL SERVICES AND INSURANCE (BFSI) MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 12. GLOBAL HEALTHCARE AND PHARMACUTICALS MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 13. GLOBAL TELECOM MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 14. GLOBAL GOVERNMENT MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 15. GLOBAL RETAIL MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 16. GLOBAL TEXT ANALYTICS MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILLION)
FIGURE NO 17. GLOBAL PREDICTIVE ANALYATICS MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 18. GLOBAL COMPETITIVE INTELLIGENCE MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 19. GLOBAL CUSTOMER RELATIONSHIP MANAGEMENT MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 20. GLOBAL FRAUD DETECTION MARKET REVENUE BY REGION, 2016-2024 ($MILION)

+44 20 8123 2220
info@marketpublishers.com

FIGURE NO 21. GLOBAL BRAND REPUTATION MARKET REVENUE BY REGION, 2016-2024 ($MILION)
FIGURE NO 22. GLOBAL TEXT ANALYTICS MARKET REVENUE BY GEOGRAPHY, 2016-2024 ($MILLION)
FIGURE NO 23. NORTH AMERICA MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILION)
FIGURE NO 24. EUPROE MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILION)
FIGURE NO 25. ($MILION)
FIGURE NO 26. ASIA PACIFIC MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILION)
FIGURE NO 27. ROW MARKET REVENUE BY APPLICATIONS, 2016-2024 ($MILION)

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Text Analytics Market By Deployment mode, (On-premise model, Cloud based model), By Application, (Predictive Analytics, Competitive Intelligence, Customer Relationship Management, Fraud detection, Brand Reputation), Estimation & Forecast, 2016 - 2024

Product link: https://marketpublishers.com/r/T11E03B9DADEN.html

Price: US$ 4,421.00 (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/T11E03B9DADEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below

+44 20 8123 2220
info@marketpublishers.com

and fax the completed form to +44 20 7900 3970