

Global Affective Computing Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our latest research, the global Affective Computing market size will reach USD 9682.5 million in 2030, growing at a CAGR of 41.3% over the analysis period.

Affective computing (also known as artificial emotional intelligence, or emotion AI) is the study and development of systems and devices that can recognize, interpret, process, and simulate human affects. It is an interdisciplinary field spanning computer science, psychology, and cognitive science. While the origins of the field may be traced as far back as to early philosophical inquiries into emotion (“affect” is, basically, a synonym for “emotion.”), the more modern branch of computer science originated with Rosalind Picard’s 1995 paper on affective computing. A motivation for the research is the ability to simulate empathy. The machine should interpret the emotional state of humans and adapt its behavior to them, giving an appropriate response for those emotions. Affective computing technologies sense the emotional state of a user (via sensors, microphone, cameras and/or software logic) and respond by performing specific, predefined product/service features, such as changing a quiz or recommending a set of videos to fit the mood of the learner.

The Affective Computing market report provides a detailed analysis of global market size, regional and country-level market size, segmentation market growth, market share, competitive Landscape, impact of domestic and global market players, value chain optimization, trade regulations, recent developments, opportunities analysis, strategic market growth analysis, product launches, area marketplace expanding, and technological innovations.

Global Affective Computing key players include IBM, Microsoft, Affectiva, Beyond Verbal, Kairos, etc. Global top five manufacturers hold a share about 70%. North

America is the largest market, with a share about 35%, followed by Europe, with a share about 30 percent. In terms of product, Touchless is the largest segment, with a share about 70%. And in terms of application, the largest application is Market Research, followed by Media & Advertisement, Healthcare, Automotive, etc.

Market segmentation

Affective Computing market is split by Type and by Application. For the period 2024-2030, the growth among segments provide accurate calculations and forecasts for revenue by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type, covers

Touch-Based

Touchless

Market segment by Application, can be divided into

Market Research

Healthcare

Media & Advertisement

Automotive

Others

Market segment by players, this report covers

IBM

Microsoft

Eyesight Technologies

Affectiva

NuraLogix

gestigon GmbH

Crowd Emotion

Beyond Verbal

nViso

Cogito

Kairos

Market segment by regions, regional analysis covers

North America

Europe

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

South America

Middle East & Africa

The content of the study subjects, includes a total of 8 chapters:

Chapter 1, to describe Affective Computing product scope, market overview, market opportunities, market driving force and market risks.

Chapter 2, to profile the top players of Affective Computing, with recent developments and future plans

Chapter 3, the Affective Computing competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4, to break the market size data at the region level, with key companies in the key region and Affective Computing market forecast, by regions, with revenue, from 2024 to 2030.

Chapter 5 and 6, to segment the market size by Type and application, with revenue and growth rate by Type, application, from 2024 to 2030.

Chapter 7 and 8, to describe Affective Computing research findings and conclusion, appendix and data source.

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