

Global Emotion Analytics Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Emotion Analytics market size was valued at US\$ 1358 million in 2025 and is forecast to a readjusted size of US\$ 2961 million by 2032 with a CAGR of 11.9% during review period.

Emotion Analytics (EA) is a new field that analysis of a person's verbal and non-verbal communication in order to understand the person's mood or attitude, then can be used in CRM (Customer Relationship Management) area, such as to identify how a customer perceives a product, the presentation of a product or an interaction with a representative.

Emotion Analytics (also known as Emotion AI or Affective Computing) is a field of technology that uses artificial intelligence, machine learning, and advanced sensors to recognize, interpret, and respond to human emotions. The market is experiencing rapid growth, driven by demand across numerous industries.

Market Drivers

1. Technological Advancements

This is the foundational driver enabling all others. The accuracy and feasibility of emotion analytics have skyrocketed recently.

AI and Machine Learning (ML): Advanced ML algorithms, particularly deep learning, can now process vast datasets (images, audio, text) to detect subtle, complex emotional cues with high accuracy.

Natural Language Processing (NLP): Sophisticated NLP goes beyond keyword spotting to understand sentiment, sarcasm, intent, and emotion in written and spoken language.

Improved Sensor Technology: The proliferation of high-resolution cameras, high-fidelity microphones, and even specialized sensors (like infrared for heart rate) provides richer data inputs for analysis.

Computing Power & Cloud Storage: The availability of affordable cloud computing and storage allows companies to process massive amounts of emotional data without massive upfront investment in infrastructure.

2. The Rising Demand for Enhanced Customer Experience (CX)

This is arguably the single largest driver, especially in competitive B2C sectors. Companies are obsessed with moving beyond simple NPS scores to understand the why behind customer feelings.

Real-Time Feedback: Analyze customer calls, live chats, and in-person interactions to gauge frustration, satisfaction, or confusion in real-time, allowing for immediate intervention.

Personalization at Scale: Emotion data allows brands to tailor product recommendations, marketing messages, and support interactions based on a user's current emotional state, creating a deeply personalized experience.

Product Development: By analyzing emotional responses to products, ads, or user interfaces, companies can refine their designs to better resonate with their target audience.

This report is a detailed and comprehensive analysis for global Emotion Analytics market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Emotion Analytics market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Emotion Analytics market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Emotion Analytics market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Emotion Analytics market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Emotion Analytics

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Emotion Analytics market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Microsoft, IBM, iMotions, Kairos, Affectiva, Eyeris, Realeyes, Yuyidata, Adoreboard, Heartbeat AI, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Emotion Analytics market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Facial Analytics

Speech Analytics

Video Analytics

Others

Market segment by Application

Media & Entertainment

Retail and Education

Financial Services

Healthcare

Others

Market segment by players, this report covers

Microsoft

IBM

iMotions

Kairos

Affectiva

Eyeris

Realeyes

Yuyidata

Adoreboard

Heartbeat AI

Deloitte

SAS Institute

Qualtrics

Brandwatch

Berkshire Media

Dentsu

Sensemitter

Imentiv AI

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Emotion Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Emotion Analytics, with revenue, gross margin,

and global market share of Emotion Analytics from 2021 to 2026.

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

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Emotion Analytics market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Emotion Analytics.

Chapter 13, to describe Emotion Analytics research findings and conclusion.

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