

# Global Emotion Analytics Market by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

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 company representative.

Scope of the Report:

This report studies the Emotion Analytics market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Emotion Analytics market by product type and applications/end industries.

The Emotion Analytics industry concentration is unbalanced, and there are many small and new companies in this industry.

Global giant manufactures mainly distributed in U.S. The manufacturers in U.S. have a long history and unshakable status in this field.

The key consumption markets locate at developed countries. The USA takes the market share of 35.5% in 2017, followed by Europe with 27.6%.

In the international market, the marketing channels characteristic differ from company to company.

The giant companies are more likely to set their own big agents in some major countries and regions taking charge of regional business building their international market position.

Companies in developing countries such as China, in contrast, put more effort on native and domestic market, their product quality is not advanced enough when comparing with leading companies.

Company mergers and acquisitions, and inter-companies cooperation have occurred for development and growth. As the downstream consumption usually follows with developed and rapid economic growth areas, the developed areas' company now put more effort to underdevelopment regions these years.

This industry is affected by the economy, so it's important to put an eye to economic indexes. With the global economic recovery, the need of Emotion Analytics will increase.

The global Emotion Analytics market is valued at 140 million USD in 2017 and is expected to reach 2420 million USD by the end of 2023, growing at a CAGR of 60.8% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Emotion Analytics.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Microsoft

IBM

IMotions

Kairos

Beyond Verbal

Affectiva

Eyeris (EmoVu)

NViso

Realeyes

Yuyidata

Adoreboard

Heartbeat AI

Deloitte

SAS Institute

Clarabridge

Crimson Hexagon

Berkshire Media

Dentsu

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Facial Analytics

Speech Analytics

Video Analytics

Others

Market Segment by Applications, can be divided into

Media & Entertainment

Retail and Education

Financial Services

Healthcare

Others

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