

Global Emotion Analytics Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Emotion Analytics Software market size is expected to reach \$ 9389 million by 2032, rising at a market growth of 11.9% CAGR during the forecast period (2026-2032).

Emotion analytics software refers to systems that utilize artificial intelligence, machine learning, natural language processing, speech analysis, computer vision, and multimodal sensing technologies to identify, quantify, and analyze emotional cues found in text, speech, facial expressions, eye movements, posture, physiological signals, or interactive behaviors. Key outputs typically include metrics such as emotion categories, emotional intensity, positive/negative sentiment, attention, engagement, stress levels, customer satisfaction, advertising response, and behavioral intent. These systems are primarily applied in areas such as customer service quality assurance, consumer insights, advertising testing, user experience research, driver monitoring, mental health, educational interaction, and human-computer interaction.

Driven by enterprises? rising demand for human-centric experience management and breakthroughs in multimodal AI, emotion analytics software is evolving from single-channel text sentiment tools to integrated multimodal platforms that unify facial, vocal, textual and physiological emotional signal identification, enabling real-time emotional insight capture across customer service, social media, retail in-store interaction and workplace management scenarios. Cloud-native subscription deployment becomes mainstream to lower access thresholds for SMEs, while built-in bias correction and privacy-compliant data processing modules turn mandatory amid tightened global biometric and AI regulatory frameworks, such as rules restricting unauthorized facial emotion collection. Vendors are shifting from generic analytical tools to vertical customized solutions tailored for healthcare mental monitoring, automotive human-

machine interaction, brand marketing and financial risk control, and deep integration with CRM, contact center and wearable IoT systems expands downstream application boundaries; market consolidation accelerates as large tech groups acquire specialized emotion AI startups, balancing general-purpose cloud platforms and niche boutique analytical vendors, with ethical, transparent emotion computation gradually becoming a core competitive differentiation factor.

This report studies the global Emotion Analytics Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Emotion Analytics Software, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Emotion Analytics Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Emotion Analytics Software total market, 2021-2032, (USD Million)

Global Emotion Analytics Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Emotion Analytics Software total market, key domestic companies, and share, (USD Million)

Global Emotion Analytics Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Emotion Analytics Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Emotion Analytics Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Emotion Analytics Software 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 Smart Eye, Realeyes, iMotions, Entropik, Verint, Uniphore, Noldus Information Technology, Tobii, Sentiance, NVISO, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices

used in analyzing the world Emotion Analytics Software market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Emotion Analytics Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Emotion Analytics Software Market, Segmentation by Type:

Facial Analytics

Speech Analytics

Video Analytics

Others

Global Emotion Analytics Software Market, Segmentation by Function:

Sentiment & Intent Analytics

Attention & Engagement Analytics

Real-Time Coaching & Alerts

Others

Global Emotion Analytics Software Market, Segmentation by Deployment:

Cloud-Based

On-Premise

Global Emotion Analytics Software Market, Segmentation by Application:

Media & Entertainment

Retail and Education

Financial Services

Healthcare

Others

Companies Profiled:

Smart Eye

Realeyes

iMotions

Entropik

Verint

Uniphore

Noldus Information Technology

Tobii

Sentiance

NVISO

Beyond Verbal

audEERING

Empath

Hume AI

Adoreboard

iFLYTEK

MEGVII

Key Questions Answered

1. How big is the global Emotion Analytics Software market?
2. What is the demand of the global Emotion Analytics Software market?
3. What is the year over year growth of the global Emotion Analytics Software market?
4. What is the total value of the global Emotion Analytics Software market?
5. Who are the Major Players in the global Emotion Analytics Software market?
6. What are the growth factors driving the market demand?

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