

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

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Abstracts

The global Emotion Analytics market size is expected to reach \$ 2961 million by 2032, rising at a market growth of 11.9% CAGR during the forecast period (2026-2032).

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

This report is a detailed and comprehensive analysis of the world market for Emotion Analytics, 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 that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Emotion Analytics 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 Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Emotion Analytics Market, Segmentation by Type:

Facial Analytics

Speech Analytics

Video Analytics

Others

Global Emotion Analytics Market, Segmentation by Application:

Media & Entertainment

Retail and Education

Financial Services

Healthcare

Others

Companies Profiled:

Microsoft

IBM

iMotions

Kairos

Affectiva

Eyeris

Realeyes

Yuyidata

Adoreboard

Heartbeat AI

Deloitte

SAS Institute

Qualtrics

Brandwatch

Berkshire Media

Dentsu

Sensemitter

Imentiv AI

Key Questions Answered

1. How big is the global Emotion Analytics market?
2. What is the demand of the global Emotion Analytics market?
3. What is the year over year growth of the global Emotion Analytics market?

4. What is the total value of the global Emotion Analytics market?

5. Who are the Major Players in the global Emotion Analytics market?
6. What are the growth factors driving the market demand?

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