

Global Sentiment Analysis Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G29D69A5BDFEN.html>

Date: September 2018

Pages: 136

Price: US\$ 3,480.00 (Single User License)

ID: G29D69A5BDFEN

Abstracts

Opinion mining (sometimes known as sentiment analysis or emotion AI) refers to the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis is widely applied to voice of the customer materials such as reviews and survey responses, online and social media, and healthcare materials for applications that range from marketing to customer service to clinical medicine.

Scope of the Report:

This report studies the Sentiment Analysis Software 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 Sentiment Analysis Software market by product type and applications/end industries.

During 2017, the retail industry accounted for the majority market shares and dominated the sentiment analysis software market size. The online retail sector incorporates sentiment analysis software for collecting data from their customers to retain loyal customers and provide them with enhanced online shopping experiences based on their feedback. Additionally, the sentiment analysis software also helps in the analysis of competitive benchmarking and customer satisfaction index by collecting necessary data from retailers and their customers.

During 2017, the Americas was the leading contributor to the market and the region is expected to continue its market dominance during the forecast period as well. The

region is witnessing a high adoption rate of sentiment analysis software in various industry verticals such as retail, BFSI, and healthcare to improve marketing abilities, risk management systems, and customer experience. Furthermore, factors such as substantial investments for expansion by retail giants such as eBay, Amazon, Yahoo, and Google and the high penetration of the Internet, will also boost the adoption of sentiment software in this region.

The global Sentiment Analysis Software market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% 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 Sentiment Analysis Software.

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

IBM

Angoss Software Corporation

Clarabridge

Bitext

Brandwatch

SAS Institute

General Sentiment

Lexalytics

Meltwater

NetOwl

Trackur

OdinText

OpenText

QuestionPro Survey Software

Social Smart Software

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

On-premises

Web-based

Market Segment by Applications, can be divided into

Retail

BFSI

Healthcare

Other

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