

Global Text Analysis System Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GB47B03B2993EN.html>

Date: February 2026

Pages: 141

Price: US\$ 4,480.00 (Single User License)

ID: GB47B03B2993EN

Abstracts

The global Text Analysis System market size is expected to reach \$ 27303 million by 2032, rising at a market growth of 20.4% CAGR during the forecast period (2026-2032). Text Analysis System refer to a type of software system or service platform that uses natural language processing (NLP), machine learning, and large model technology to parse, understand, and quantify unstructured text data (such as comments, work orders, emails, social media content, contracts, policy documents, medical literature, etc.). Its goal is to transform 'incomprehensible and unusable text' into calculable, queryable, and decision-making structured information and business insights.

Gross Profit Margin Levels

Text analytics systems generally exhibit a typical structure of 'high gross profit for software, low gross profit for delivery': pure software subscriptions/licenses (including standardized models and dashboards) typically have high gross profit margins (commonly between 65% and 85%) due to low marginal replication costs; however, when product forms shift towards large model enhancement, real-time streaming inference, multilingual support, and industry customization, the costs of inference computing power, vector libraries, and data pipelines increase, and the gross profit margin of API/usage-based billing schemes may drop to 55%?75%. Meanwhile, project-based implementations (data governance, system integration, knowledge base construction, annotation, and industry dictionaries) typically have even lower gross profit margins (commonly 25%?45%). Therefore, large vendors often improve gross profit margins through 'platform subscriptions + standard connectors + lightweight service packages,' and use partner ecosystems to handle heavy delivery to maintain overall gross profit stability.

Industry Drivers

The growing demand for text analytics systems stems from enterprises' rigid requirements for measurable, closed-loop, and auditable unstructured text. On one

hand, customer experience and brand competition have evolved from simply looking at satisfaction scores to real-time identification, automatic assignment, and closed-loop management of negative root causes, driving the continuous expansion of VoC/contact center dialogue text analytics. On the other hand, regulatory and risk control scenarios (financial compliance, anti-fraud, privacy, and content governance) require organizations to quickly extract traceable evidence from massive amounts of communication and documents. A more crucial variable in the past two years has been the engineering implementation of GenAI/LLM: summarization, intent recognition, automatic attribution, and search enhancement (RAG) have significantly shortened the 'from insight to action' link. Coupled with multilingual global operations, cross-channel data fusion (social media/work orders/email/speech transcription), and the construction of data platforms, this continues to drive enterprise-level text analytics from point-based tools to platform-based and systematic procurement.

This report studies the global Text Analysis System demand, key companies, and key regions.

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

Highlights and key features of the study

Global Text Analysis System total market, 2021-2032, (USD Million)

Global Text Analysis System total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Text Analysis System total market, key domestic companies, and share, (USD Million)

Global Text Analysis System revenue by player, revenue and market share 2021-2026, (USD Million)

Global Text Analysis System total market by Type, CAGR, 2021-2032, (USD Million)

Global Text Analysis System total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Text Analysis System 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, Amazon Web Services, Google Cloud, IBM, Oracle, SAS, Altair, KNIME, OpenText, Qualtrics, 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 Text Analysis System 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 Text Analysis System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Text Analysis System Market, Segmentation by Type:

Textual Analysis

Sentiment Analysis

Predictive Analysis

Others

Global Text Analysis System Market, Segmentation by Deployment Method:

Cloud-based

On-premise

Global Text Analysis System Market, Segmentation by Target Users:

Large Enterprise

SMEs

Global Text Analysis System Market, Segmentation by Application:

Finance and Insurance

Retail and E-commerce

Healthcare

Others

Companies Profiled:

Microsoft

Amazon Web Services

Google Cloud

IBM

Oracle

SAS

Altair

KNIME

OpenText

Qualtrics

Verint

Medallia

CallMiner

Sprinklr

Brandwatch

Talkwalker

Meltwater

Quid

MeaningCloud

Basis Technology

Key Questions Answered

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

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