

# Global Touch-Based Affective Computing Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Touch-Based Affective Computing market size was valued at USD 279.1 million in 2023 and is forecast to a readjusted size of USD 409.9 million by 2030 with a CAGR of 5.6% during review period.

Affective computing (also known as artificial emotional intelligence, or emotion AI) is the study and development of systems and devices that can recognize, interpret, process, and simulate human affects. It is an interdisciplinary field spanning computer science, psychology, and cognitive science. While the origins of the field may be traced as far back as to early philosophical inquiries into emotion (“affect” is, basically, a synonym for “emotion.”), the more modern branch of computer science originated with Rosalind Picard’s 1995 paper on affective computing. A motivation for the research is the ability to simulate empathy. The machine should interpret the emotional state of humans and adapt its behavior to them, giving an appropriate response for those emotions.

The Global Info Research report includes an overview of the development of the Touch-Based Affective Computing industry chain, the market status of Market Research (Body Posture, Physiological Test), Healthcare (Body Posture, Physiological Test), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Touch-Based Affective Computing.

Regionally, the report analyzes the Touch-Based Affective Computing markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly

China, leads the global Touch-Based Affective Computing market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Touch-Based Affective Computing market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Touch-Based Affective Computing industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Body Posture, Physiological Test).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Touch-Based Affective Computing market.

**Regional Analysis:** The report involves examining the Touch-Based Affective Computing market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Touch-Based Affective Computing market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Touch-Based Affective Computing:

**Company Analysis:** Report covers individual Touch-Based Affective Computing players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Touch-Based Affective Computing. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Market Research, Healthcare).

**Technology Analysis:** Report covers specific technologies relevant to Touch-Based Affective Computing. It assesses the current state, advancements, and potential future developments in Touch-Based Affective Computing areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Touch-Based Affective Computing market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Touch-Based Affective Computing market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Body Posture

Physiological Test

Other

### Market segment by Application

Market Research

Healthcare

Media & Advertisement

Automotive

Others

Market segment by players, this report covers

IBM

Microsoft

Eyesight Technologies

Affectiva

NuraLogix

Gestigon GmbH

Crowd Emotion

Beyond Verbal

nViso

Cogito Corporation

Kairos

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and

Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Touch-Based Affective Computing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Touch-Based Affective Computing, with revenue, gross margin and global market share of Touch-Based Affective Computing from 2019 to 2024.

Chapter 3, the Touch-Based Affective Computing competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Touch-Based Affective Computing market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Touch-Based Affective Computing.

Chapter 13, to describe Touch-Based Affective Computing research findings and conclusion.

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