

South Korea Affective Computing Market Report by Technology (Touch-Based, Touchless), Component (Hardware, Software), End Use (Automotive, BFSI, Government, Healthcare, IT and Telecom, and Others), and Region 2026-2034

<https://marketpublishers.com/r/S1CBD2815434EN.html>

Date: July 2026

Pages: 115

Price: US\$ 2,999.00 (Single User License)

ID: S1CBD2815434EN

Abstracts

South Korea affective computing market size reached USD 2.1 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 16.4 Billion by 2034, exhibiting a growth rate (CAGR) of 24.70% during 2026-2034. The inflating focus on creating personalized and adaptive learning experiences for students, along with the widespread adoption of machine learning (ML) models, is primarily driving the market growth across the country.

Referred to as emotion AI, affective computing is an amalgamation of cognitive science, psychology, and computer science that detects the non-verbal emotional cues exhibited by individuals. Through the utilization of an analytics engine, big data, machine intelligence, and various sensors, it evaluates a person's emotions. This technology proves valuable for businesses seeking to improve the overall user experience and optimize product sales. Consequently, affective computing sees widespread use in autonomous systems and e-learning platforms throughout South Korea.

SOUTH KOREA AFFECTIVE COMPUTING MARKET TRENDS:

The South Korea affective computing market stands at the forefront of innovative technological integration, blending cognitive science, psychology, and computer science to decipher non-verbal emotional signals in human beings. One of the prominent applications of affective computing in the nation lies in its role in autonomous systems and e-learning platforms. In autonomous systems, such as robotics and artificial

intelligence, affective computing enhances the machines' ability to comprehend and respond to human emotions, thereby improving the overall interaction and user experience. Moreover, this is particularly valuable in sectors like customer service, where understanding and responding to user emotions are crucial for effective engagement. Apart from this, by gauging the emotional state of learners, the technology can tailor educational content to individual needs, providing a more effective and engaging learning environment. The South Korea affective computing market is instrumental in reshaping user experiences and sales strategies for businesses. Additionally, by gaining insights into the emotional responses of users, companies can refine their products and services, leading to more effective marketing and increased customer satisfaction. As South Korea continues to be a technology-driven hub, the affective computing market is poised for significant growth. The integration of emotion AI in various industries reflects the nation's commitment to harnessing advanced technologies for enhanced human-machine interaction and personalized experiences. This, in turn, is expected to fuel the market growth over the forecasted period.

SOUTH KOREA AFFECTIVE COMPUTING MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on technology, component, and end use.

Technology Insights:

Touch-Based

Touchless

The report has provided a detailed breakup and analysis of the market based on the technology. This includes touch-based and touchless.

Component Insights:

Hardware

Sensors

Cameras

Storage Devices and Processors

Others

Software

Analytics Software

Enterprise Software

Facial Recognition

Gesture Recognition

Speech Recognition

A detailed breakup and analysis of the market based on the component have also been provided in the report. This includes hardware (sensors, cameras, storage devices and processors, and others) and software (analytics software, enterprise software, facial recognition, gesture recognition, and speech recognition).

End Use Insights:

Automotive

BFSI

Government

Healthcare

IT and Telecom

The report has provided a detailed breakup and analysis of the market based on the end use. This includes automotive, BFSI, government, healthcare, IT and telecom, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea affective computing market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea affective computing market?

What is the breakup of the South Korea affective computing market on the basis of technology?

What is the breakup of the South Korea affective computing market on the basis of component?

What is the breakup of the South Korea affective computing market on the basis of end use?

What are the various stages in the value chain of the South Korea affective computing market?

What are the key driving factors and challenges in the South Korea affective computing?

What is the structure of the South Korea affective computing market and who are the key players?

What is the degree of competition in the South Korea affective computing market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA AFFECTIVE COMPUTING MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA AFFECTIVE COMPUTING MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA AFFECTIVE COMPUTING MARKET - BREAKUP BY TECHNOLOGY

- 6.1 Touch-Based
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Touchless
 - 6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

7 SOUTH KOREA AFFECTIVE COMPUTING MARKET - BREAKUP BY COMPONENT

7.1 Hardware

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Segmentation

7.1.3.1 Sensors

7.1.3.2 Cameras

7.1.3.3 Storage Devices and Processors

7.1.3.4 Others

7.1.4 Market Forecast (2026-2034)

7.2 Software

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Segmentation

7.2.3.1 Analytics Software

7.2.3.2 Enterprise Software

7.2.3.3 Facial Recognition

7.2.3.4 Gesture Recognition

7.2.3.5 Speech Recognition

7.2.4 Market Forecast (2026-2034)

8 SOUTH KOREA AFFECTIVE COMPUTING MARKET - BREAKUP BY END USE

8.1 Automotive

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 BFSI

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Government

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Healthcare

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 IT and Telecom

8.5.1 Overview

8.5.2 Historical and Current Market Trends (2020-2025)

8.5.3 Market Forecast (2026-2034)

8.6 Others

8.6.1 Historical and Current Market Trends (2020-2025)

8.6.2 Market Forecast (2026-2034)

9 SOUTH KOREA AFFECTIVE COMPUTING MARKET – BREAKUP BY REGION

9.1 Seoul Capital Area

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Technology

9.1.4 Market Breakup by Component

9.1.5 Market Breakup by End Use

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Yeongnam (Southeastern Region)

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Breakup by Technology

9.2.4 Market Breakup by Component

9.2.5 Market Breakup by End Use

9.2.6 Key Players

9.2.7 Market Forecast (2026-2034)

9.3 Honam (Southwestern Region)

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Breakup by Technology

9.3.4 Market Breakup by Component

9.3.5 Market Breakup by End Use

9.3.6 Key Players

9.3.7 Market Forecast (2026-2034)

9.4 Hoseo (Central Region)

9.4.1 Overview

9.4.2 Historical and Current Market Trends (2020-2025)

9.4.3 Market Breakup by Technology

9.4.4 Market Breakup by Component

9.4.5 Market Breakup by End Use

9.4.6 Key Players

9.4.7 Market Forecast (2026-2034)

9.5 Others

9.5.1 Historical and Current Market Trends (2020-2025)

9.5.2 Market Forecast (2026-2034)

10 SOUTH KOREA AFFECTIVE COMPUTING MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

10.4 Top Winning Strategies

10.5 Competitive Dashboard

10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

11.1 Company A

11.1.1 Business Overview

11.1.2 Product Portfolio

11.1.3 Business Strategies

11.1.4 SWOT Analysis

11.1.5 Major News and Events

11.2 Company B

11.2.1 Business Overview

11.2.2 Product Portfolio

11.2.3 Business Strategies

11.2.4 SWOT Analysis

11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Product Portfolio

- 11.3.3 Business Strategies
- 11.3.4 SWOT Analysis
- 11.3.5 Major News and Events
- 11.4 Company D
 - 11.4.1 Business Overview
 - 11.4.2 Product Portfolio
 - 11.4.3 Business Strategies
 - 11.4.4 SWOT Analysis
 - 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Product Portfolio
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 SOUTH KOREA AFFECTIVE COMPUTING MARKET - INDUSTRY ANALYSIS

- 12.1 Drivers, Restraints, and Opportunities
 - 12.1.1 Overview
 - 12.1.2 Drivers
 - 12.1.3 Restraints
 - 12.1.4 Opportunities
- 12.2 Porters Five Forces Analysis
 - 12.2.1 Overview
 - 12.2.2 Bargaining Power of Buyers
 - 12.2.3 Bargaining Power of Suppliers
 - 12.2.4 Degree of Competition
 - 12.2.5 Threat of New Entrants
 - 12.2.6 Threat of Substitutes
- 12.3 Value Chain Analysis

13 APPENDIX

I would like to order

Product name: South Korea Affective Computing Market Report by Technology (Touch-Based, Touchless), Component (Hardware, Software), End Use (Automotive, BFSI, Government, Healthcare, IT and Telecom, and Others), and Region 2026-2034

Product link: <https://marketpublishers.com/r/S1CBD2815434EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S1CBD2815434EN.html>