

# Text Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

<https://marketpublishers.com/r/T21065273F52EN.html>

Date: August 2022

Pages: 145

Price: US\$ 2,499.00 (Single User License)

ID: T21065273F52EN

## Abstracts

The global text analytics market size reached US\$ 6.3 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 16.9 Billion by 2027, exhibiting a growth rate (CAGR) of 17.96% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

Text analytics refers to the automated process of translating large volumes of unstructured text, such as emails, online reviews, tweets, call center agent notes, and survey results, into quantitative data to obtain insights about trends. It relies on text mining and natural language processing (NLP) algorithms to find meaning from written communication. It can be combined with data visualization tools to enable companies to understand numbers and make better decisions. At present, it is widely used by organizations across the globe to evaluate text in a wide range of languages and gain a deeper understanding of customer opinions.

### Text Analytics Market Trends:

Due to the outbreak of coronavirus disease (COVID-19), businesses around the world are focusing on boosting their overall sales by establishing their online presence. As a result, high amounts of unstructured data are generated every minute, which represents one of the key factors encouraging enterprises worldwide to integrate text analytics. Text analytics automatically analyze data from social media posts, emails, live chats and surveys and procure quantitative insights. It assists in identifying patterns, improving customer satisfaction, detecting product issues, conducting market research, and monitoring brand reputation. Moreover, as it is scalable, text analytics is being widely adopted by small and medium-sized enterprises (SMEs) to gain results in real-

time, make confident decisions, and resolve customer issues on time. Apart from this, text analytics can also identify actionable insights by aggregating text analysis results and incorporating business intelligence (BI) tools for easy-to-understand reports and graphics. This is positively influencing its utilization in the media, retail, healthcare, travel and tourism, military and defense, information technology (IT) and telecommunication, and banking, financial services, and insurance (BFSI) sectors.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global text analytics market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on deployment model, organization size, application and end user.

#### Breakup by Deployment Model:

- On-premises
- Cloud-based

#### Breakup by Organization Size:

- Large Enterprises
- Small and Medium Enterprises (SMEs)

#### Breakup by Application:

- Competitive Intelligence
- Customer Relationship Management
- Predictive Analytics
- Fraud Detection
- Brand Reputation
- Others

#### Breakup by End User:

- Fast Moving Consumer Goods (FMCG)
- Banking Financial Services and Insurance (BFSI)
- Healthcare and Pharmaceuticals
- Telecommunication
- Government

Retail  
Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Clarabridge, Infegy, International Business Machines Corporation, Lexalytics Inc., Luminoso Technologies Inc., Microsoft Corporation, Open Text Corporation, Oracle Corporation, SAP SE, SAS Institute Inc., Tableau Software LLC (Salesforce.com Inc), The Hewlett Packard Enterprise Company and TIBCO Software Inc.

#### Key Questions Answered in This Report:

How has the global text analytics market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global text analytics market?

What are the key regional markets?

What is the breakup of the market based on the deployment model?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global text analytics market and who are the key players?

What is the degree of competition in the industry?

## 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 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL TEXT ANALYTICS MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY DEPLOYMENT MODEL**

- 6.1 On-premises
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Cloud-based
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY ORGANIZATION SIZE**

### 7.1 Large Enterprises

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 Small and Medium Enterprises (SMEs)

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY APPLICATION**

### 8.1 Competitive Intelligence

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Customer Relationship Management

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

### 8.3 Predictive Analytics

#### 8.3.1 Market Trends

#### 8.3.2 Market Forecast

### 8.4 Fraud Detection

#### 8.4.1 Market Trends

#### 8.4.2 Market Forecast

### 8.5 Brand Reputation

#### 8.5.1 Market Trends

#### 8.5.2 Market Forecast

### 8.6 Others

#### 8.6.1 Market Trends

#### 8.6.2 Market Forecast

## **9 MARKET BREAKUP BY END USER**

### 9.1 Fast Moving Consumer Goods (FMCG)

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Banking Financial Services and Insurance (BFSI)

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 Healthcare and Pharmaceuticals

- 9.3.1 Market Trends
- 9.3.2 Market Forecast
- 9.4 Telecommunication
  - 9.4.1 Market Trends
  - 9.4.2 Market Forecast
- 9.5 Government
  - 9.5.1 Market Trends
  - 9.5.2 Market Forecast
- 9.6 Retail
  - 9.6.1 Market Trends
  - 9.6.2 Market Forecast
- 9.7 Others
  - 9.7.1 Market Trends
  - 9.7.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

- 10.1 North America
  - 10.1.1 United States
    - 10.1.1.1 Market Trends
    - 10.1.1.2 Market Forecast
  - 10.1.2 Canada
    - 10.1.2.1 Market Trends
    - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
  - 10.2.1 China
    - 10.2.1.1 Market Trends
    - 10.2.1.2 Market Forecast
  - 10.2.2 Japan
    - 10.2.2.1 Market Trends
    - 10.2.2.2 Market Forecast
  - 10.2.3 India
    - 10.2.3.1 Market Trends
    - 10.2.3.2 Market Forecast
  - 10.2.4 South Korea
    - 10.2.4.1 Market Trends
    - 10.2.4.2 Market Forecast
  - 10.2.5 Australia
    - 10.2.5.1 Market Trends

- 10.2.5.2 Market Forecast
- 10.2.6 Indonesia
  - 10.2.6.1 Market Trends
  - 10.2.6.2 Market Forecast
- 10.2.7 Others
  - 10.2.7.1 Market Trends
  - 10.2.7.2 Market Forecast
- 10.3 Europe
  - 10.3.1 Germany
    - 10.3.1.1 Market Trends
    - 10.3.1.2 Market Forecast
  - 10.3.2 France
    - 10.3.2.1 Market Trends
    - 10.3.2.2 Market Forecast
  - 10.3.3 United Kingdom
    - 10.3.3.1 Market Trends
    - 10.3.3.2 Market Forecast
  - 10.3.4 Italy
    - 10.3.4.1 Market Trends
    - 10.3.4.2 Market Forecast
  - 10.3.5 Spain
    - 10.3.5.1 Market Trends
    - 10.3.5.2 Market Forecast
  - 10.3.6 Russia
    - 10.3.6.1 Market Trends
    - 10.3.6.2 Market Forecast
  - 10.3.7 Others
    - 10.3.7.1 Market Trends
    - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast



## 10.5 Middle East and Africa

### 10.5.1 Market Trends

### 10.5.2 Market Breakup by Country

### 10.5.3 Market Forecast

## **11 SWOT ANALYSIS**

### 11.1 Overview

### 11.2 Strengths

### 11.3 Weaknesses

### 11.4 Opportunities

### 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

### 13.1 Overview

### 13.2 Bargaining Power of Buyers

### 13.3 Bargaining Power of Suppliers

### 13.4 Degree of Competition

### 13.5 Threat of New Entrants

### 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

### 15.1 Market Structure

### 15.2 Key Players

### 15.3 Profiles of Key Players

#### 15.3.1 Clarabridge

##### 15.3.1.1 Company Overview

##### 15.3.1.2 Product Portfolio

#### 15.3.2 Infegy

##### 15.3.2.1 Company Overview

##### 15.3.2.2 Product Portfolio

#### 15.3.3 International Business Machines Corporation

##### 15.3.3.1 Company Overview

- 15.3.3.2 Product Portfolio
- 15.3.3.3 Financials
- 15.3.3.4 SWOT Analysis
- 15.3.4 Lexalytics Inc.
  - 15.3.4.1 Company Overview
  - 15.3.4.2 Product Portfolio
- 15.3.5 Luminoso Technologies Inc.
  - 15.3.5.1 Company Overview
  - 15.3.5.2 Product Portfolio
- 15.3.6 Microsoft Corporation
  - 15.3.6.1 Company Overview
  - 15.3.6.2 Product Portfolio
  - 15.3.6.3 Financials
  - 15.3.6.4 SWOT Analysis
- 15.3.7 Open Text Corporation
  - 15.3.7.1 Company Overview
  - 15.3.7.2 Product Portfolio
  - 15.3.7.3 Financials
  - 15.3.7.4 SWOT Analysis
- 15.3.8 Oracle Corporation
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
  - 15.3.8.3 Financials
  - 15.3.8.4 SWOT Analysis
- 15.3.9 SAP SE
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
  - 15.3.9.3 Financials
  - 15.3.9.4 SWOT Analysis
- 15.3.10 SAS Institute Inc.
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio
  - 15.3.10.3 SWOT Analysis
- 15.3.11 Tableau Software LLC (Salesforce.com inc)
  - 15.3.11.1 Company Overview
  - 15.3.11.2 Product Portfolio
- 15.3.12 The Hewlett Packard Enterprise Company
  - 15.3.12.1 Company Overview
  - 15.3.12.2 Product Portfolio

15.3.12.3 Financials

15.3.12.4 SWOT Analysis

15.3.13 TIBCO Software Inc.

15.3.13.1 Company Overview

15.3.13.2 Product Portfolio

15.3.13.3 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Text Analytics Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Text Analytics Market Forecast: Breakup by Deployment Model (in Million US\$), 2022-2027

Table 3: Global: Text Analytics Market Forecast: Breakup by Organization Size (in Million US\$), 2022-2027

Table 4: Global: Text Analytics Market Forecast: Breakup by Application (in Million US\$), 2022-2027

Table 5: Global: Text Analytics Market Forecast: Breakup by End User (in Million US\$), 2022-2027

Table 6: Global: Text Analytics Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 7: Global: Text Analytics Market: Competitive Structure

Table 8: Global: Text Analytics Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Text Analytics Market: Major Drivers and Challenges

Figure 2: Global: Text Analytics Market: Sales Value (in Billion US\$), 2016-2021

Figure 3: Global: Text Analytics Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 4: Global: Text Analytics Market: Breakup by Deployment Model (in %), 2021

Figure 5: Global: Text Analytics Market: Breakup by Organization Size (in %), 2021

Figure 6: Global: Text Analytics Market: Breakup by Application (in %), 2021

Figure 7: Global: Text Analytics Market: Breakup by End User (in %), 2021

Figure 8: Global: Text Analytics Market: Breakup by Region (in %), 2021

Figure 9: Global: Text Analytics (On-premises) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 10: Global: Text Analytics (On-premises) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 11: Global: Text Analytics (Cloud-based) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 12: Global: Text Analytics (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 13: Global: Text Analytics (Large Enterprises) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 14: Global: Text Analytics (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 15: Global: Text Analytics (Small and Medium Enterprises-SMEs) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 16: Global: Text Analytics (Small and Medium Enterprises-SMEs) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 17: Global: Text Analytics (Competitive Intelligence) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 18: Global: Text Analytics (Competitive Intelligence) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 19: Global: Text Analytics (Customer Relationship Management) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 20: Global: Text Analytics (Customer Relationship Management) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 21: Global: Text Analytics (Predictive Analytics) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 22: Global: Text Analytics (Predictive Analytics) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 23: Global: Text Analytics (Fraud Detection) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 24: Global: Text Analytics (Fraud Detection) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 25: Global: Text Analytics (Brand Reputation) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 26: Global: Text Analytics (Brand Reputation) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 27: Global: Text Analytics (Other Applications) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 28: Global: Text Analytics (Other Applications) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 29: Global: Text Analytics (Fast Moving Consumer Goods-FMCG) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 30: Global: Text Analytics (Fast Moving Consumer Goods-FMCG) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 31: Global: Text Analytics (Banking Financial Services and Insurance-BFSI) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 32: Global: Text Analytics (Banking Financial Services and Insurance-BFSI) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 33: Global: Text Analytics (Healthcare and Pharmaceuticals) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 34: Global: Text Analytics (Healthcare and Pharmaceuticals) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 35: Global: Text Analytics (Telecommunication) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 36: Global: Text Analytics (Telecommunication) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 37: Global: Text Analytics (Government) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 38: Global: Text Analytics (Government) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 39: Global: Text Analytics (Retail) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 40: Global: Text Analytics (Retail) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 41: Global: Text Analytics (Other End Users) Market: Sales Value (in Million

US\$), 2016 & 2021

Figure 42: Global: Text Analytics (Other End Users) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 43: North America: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 44: North America: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 45: United States: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 46: United States: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 47: Canada: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 48: Canada: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 49: Asia-Pacific: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 50: Asia-Pacific: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 51: China: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 52: China: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 53: Japan: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 54: Japan: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 55: India: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 56: India: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 57: South Korea: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 58: South Korea: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 59: Australia: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 60: Australia: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 61: Indonesia: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 62: Indonesia: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 63: Others: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 64: Others: Text Analytics Market Forecast: Sales Value (in Million US\$),



2022-2027

Figure 65: Europe: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 66: Europe: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 67: Germany: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 68: Germany: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 69: France: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 70: France: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 71: United Kingdom: Text Analytics Market: Sales Value (in Million US\$), 2016 &  
2021

Figure 72: United Kingdom: Text Analytics Market Forecast: Sales Value (in Million  
US\$), 2022-2027

Figure 73: Italy: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 74: Italy: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 75: Spain: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 76: Spain: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 77: Russia: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 78: Russia: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 79: Others: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 80: Others: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 81: Latin America: Text Analytics Market: Sales Value (in Million US\$), 2016 &  
2021

Figure 82: Latin America: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 83: Brazil: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 84: Brazil: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 85: Mexico: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 86: Mexico: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027

Figure 87: Others: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 88: Others: Text Analytics Market Forecast: Sales Value (in Million US\$),  
2022-2027



Figure 89: Middle East and Africa: Text Analytics Market: Sales Value (in Million US\$), 2016 & 2021

Figure 90: Middle East and Africa: Text Analytics Market: Breakup by Country (in %), 2021

Figure 91: Middle East and Africa: Text Analytics Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 92: Global: Text Analytics Industry: SWOT Analysis

Figure 93: Global: Text Analytics Industry: Value Chain Analysis

Figure 94: Global: Text Analytics Industry: Porter's Five Forces Analysis

## I would like to order

Product name: Text Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

Product link: <https://marketpublishers.com/r/T21065273F52EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T21065273F52EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

