

# ASIA PACIFIC TEXT ANALYTICS MARKET FORECAST 2017-2025

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## Abstracts

### KEY FINDINGS

Asia Pacific text analytics market was valued at \$971 million in the year 2016. The market is expected to grow at a CAGR of 20.10% during the forecast period of 2017-2025 and reach \$5150 million by the end of 2025.

### MARKET INSIGHTS

The text analytics market finds its application in customer relationship management (CRM), predictive analysis, competitive intelligence, fraud detection, and brand reputation. The predictive analysis is the fastest growing application in the market. The market by deployment can be classified into on-premise and cloud. The end-users for the market can be found in various sectors such as banking, financial services & insurance (BFSI), government, retail, telecommunication and fast moving consumer goods (FMCG), etc. The market can also be classified based on its technology that includes text clustering, descriptive data analysis, predictive analysis, and web mining.

### COMPETITIVE INSIGHTS

Some of the top players include:

SAP SE

Sas Institute

The Information Bus Company (TIBCO) Software Inc.

Unmetric

Microsoft Corporation

Software Corporation

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