

ASIA PACIFIC TEXT ANALYTICS MARKET FORECAST 2017-2025

<https://marketpublishers.com/r/AC3D05837F1EN.html>

Date: July 2017

Pages: 77

Price: US\$ 1,250.00 (Single User License)

ID: AC3D05837F1EN

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

Contents

1. RESEARCH SCOPE

- 1.1. STUDY GOALS
- 1.2. SCOPE OF THE MARKET STUDY
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

2. RESEARCH METHODOLOGY

- 2.1. SOURCES OF DATA
 - 2.1.1. SECONDARY DATA
 - 2.1.2. PRIMARY DATA
- 2.2. TOP-DOWN APPROACH
- 2.3. BOTTOM-UP APPROACH
- 2.4. DATA TRIANGULATION

3. EXECUTIVE SUMMARY

- 3.1. MARKET SUMMARY
- 3.2. KEY FINDINGS
 - 3.2.1. CHINA AND INDIA LEADING APAC TO DOMINATE THE GLOBAL MARKET IN THE COMING YEARS
 - 3.2.2. SOCIAL MEDIA MARKETING & INCREASED SMARTPHONE USERS AUGMENTING THE GROWTH OF MARKET.
 - 3.2.3. INTEGRATION OF TEXT ANALYTICS WITH EMERGING TECHNOLOGIES
 - 3.2.4. INORGANIC GROWTH IS THE PREFERRED GROWTH PATH

4. MARKET DYNAMICS

- 4.1. MARKET DEFINITION
- 4.2. MARKET DRIVERS
 - 4.2.1. MONETIZING OF SOCIAL MEDIA ANALYTICS
 - 4.2.2. RISE IN INDUSTRY SPECIFIC TEXT ANALYTICS APPLICATIONS
 - 4.2.3. EMERGENCE OF MULTILINGUAL TEXT ANALYTICS TO BREAK THE LANGUAGE BARRIER
- 4.3. MARKET RESTRAINTS
 - 4.3.1. LIMITED ADOPTION DUE TO SOFTWARE HANDLING ISSUES

4.4. MARKET OPPORTUNITIES

4.4.1. CONVERGENCE OF TEXT ANALYTICS WITH BIG DATA

4.4.2. ADDED ADVANTAGE OF PREDICTIVE ANALYTICS

4.5. MARKET CHALLENGES

4.5.1. COSTLY PROCEDURES OF TEXT ANALYTICS

4.5.2. INCREASING AWARENESS AMONG END USERS

4.5.3. INCONSISTENCY IN INTERPRETATION

5. MARKET SEGMENTATION

5.1. BY APPLICATION

5.1.1. CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

5.1.2. PREDICTIVE ANALYSIS

5.1.3. COMPETITIVE INTELLIGENCE

5.1.4. FRAUD DETECTION

5.1.5. BRAND REPUTATION

5.2. BY DEPLOYMENT

5.2.1. CLOUD

5.2.2. ON-PREMISE

5.3. BY END USER

5.3.1. BANKING, FINANCIAL SERVICES & INSURANCE (BFSI)

5.3.2. GOVERNMENT

5.3.3. RETAIL

5.3.4. HEALTHCARE & PHARMACEUTICALS

5.3.5. TELECOMMUNICATION

5.3.6. FAST MOVING CONSUMER GOODS (FMCG)

5.3.7. OTHER END USERS

5.4. BY TECHNOLOGY

5.4.1. DESCRIPTIVE DATA ANALYSIS

5.4.2. TEXT CLUSTERING

5.4.3. WEB MINING

5.4.4. PREDICTIVE ANALYSIS

6. KEY ANALYTICS

6.1. PORTER'S FIVE FORCE MODEL

6.1.1. THREAT OF NEW ENTRANTS

6.1.2. THREAT OF SUBSTITUTE PRODUCTS OR SERVICES

6.1.3. BARGAINING POWER OF BUYER

- 6.1.4. BARGAINING POWER OF SUPPLIER
- 6.1.5. INTENSITY OF COMPETITIVE RIVALRY
- 6.2. KEY BUYING CRITERIA
 - 6.2.1. ACCURACY
 - 6.2.2. LEVEL OF PLATFORM
 - 6.2.3. LANGUAGE SUPPORT
 - 6.2.4. AVAILABILITY OF DATA INTELLIGENCE
- 6.3. VENDOR LANDSCAPE
- 6.4. OPPORTUNITY MATRIX

7. GEOGRAPHIC ANALYSIS

- 7.1. ASIA PACIFIC
 - 7.1.1. KEY DRIVERS
 - 7.1.2. REGIONAL ANALYSIS
 - 7.1.2.1. CHINA
 - 7.1.2.2. JAPAN
 - 7.1.2.3. INDIA
 - 7.1.2.4. REST OF ASIA PACIFIC

8. COMPETITIVE LANDSCAPE

- 8.1. MARKET SHARE ANALYSIS
- 8.2. STRATEGIC MOVES
- 8.3. COMPANY PROFILES
 - 8.3.1. ANGOSS SOFTWARE CORPORATION
 - 8.3.2. AVERBIS GMBH
 - 8.3.3. ATTENSITY GROUP INC.
 - 8.3.4. BASIS TECHNOLOGY CORPORATION
 - 8.3.5. BITEXT INNOVATIONS SL
 - 8.3.6. CLARABRIDGE INC.
 - 8.3.7. HEWLETT PACKARD COMPANY (HP)
 - 8.3.8. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM)
 - 8.3.9. INFEGY INC.
 - 8.3.10. JIVE SOFTWARE
 - 8.3.11. KANA SOFTWARE INC. (ACQUIRED BY VERINT)
 - 8.3.12. KONSTANZ INFORMATION MINER (KNIME)
 - 8.3.13. LEXALYTICS INC.
 - 8.3.14. LUMINOSO TECHNOLOGIES INC.

- 8.3.15. MEGAPUTER INTELLIGENCE INC.
- 8.3.16. MEANINGCLOUD LLC
- 8.3.17. MICROSOFT CORPORATION
- 8.3.18. NETBASE SOLUTIONS INC.
- 8.3.19. OPEN TEXT CORPORATION
- 8.3.20. PREDIXION SOFTWARE (ACQUIRED BY GREENWAVE SYSTEMS)
- 8.3.21. RAPIDMINER INC
- 8.3.22. SAP SE
- 8.3.23. SAS INSTITUTE
- 8.3.24. THE INFORMATION BUS COMPANY (TIBCO) SOFTWARE INC.
- 8.3.25. UNMETRIC

List Of Tables

LIST OF TABLES

TABLE 1: ASIA PACIFIC TEXT ANALYTICS MARKET, BY COUNTRY, 2017-2025 (IN \$ MILLION)

TABLE 2: ASIA PACIFIC TEXT ANALYTICS MARKET, BY APPLICATION, 2017-2025 (IN \$ MILLION)

TABLE 3: ASIA PACIFIC TEXT ANALYTICS MARKET, BY DEPLOYMENT, 2017-2025 (IN \$ MILLION)

TABLE 4: ASIA PACIFIC TEXT ANALYTICS MARKET, BY END USER, 2017-2025 (IN \$ MILLION)

TABLE 5: ASIA PACIFIC TEXT ANALYTICS MARKET, BY TECHNOLOGY, 2017-2025 (IN \$ MILLION)

TABLE 6: ASIA PACIFIC TEXT ANALYTICS MARKET, BY COUNTRY, 2017-2025 (IN \$ MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 1: ASIA PACIFIC TEXT ANALYTICS MARKET, BY END USERS, 2017-2025 (IN %)

FIGURE 2: ASIA PACIFIC TEXT ANALYTICS MARKET, 2017-2025 (IN \$ MILLION)

FIGURE 3: SOCIAL MEDIA STRATEGIES FOR MARKETING IN 2016 (%)

FIGURE 4: SMARTPHONE USERS ACROSS THE WORLD, 2016-2020 (IN BILLION)

FIGURE 5: CURRENT USE BY RESEARCHERS AND FUTURE REQUIREMENT OF LANGUAGE BASED TEXT ANALYTICS TOOLS IN THE YEAR 2016

FIGURE 6: PERCENTAGE OF SATISFIED USERS OF SIRI, CORTANA AND GOOGLE NOW FOR THE YEAR 2016

FIGURE 7: USE OF PREDICTIVE ANALYSIS IN THE YEAR 2016

FIGURE 8: RESOURCE COST INCURRED BY RESEARCHERS ASIA PACIFIC IN THE YEAR 2016

FIGURE 9: USE OF TEXT ANALYTICS AND MINING TOOLS IN PUBLISHING JOURNAL LITERATURE FROM 2008-2014

FIGURE 10: ASIA PACIFIC TEXT ANALYTICS MARKET, BY CUSTOMER RELATIONSHIP MANAGEMENT (CRM), 2017-2025 (IN \$ MILLION)

FIGURE 11: ASIA PACIFIC TEXT ANALYTICS MARKET, BY PREDICTIVE ANALYSIS, 2017-2025 (IN \$ MILLION)

FIGURE 12: ASIA PACIFIC TEXT ANALYTICS MARKET, BY COMPETITIVE INTELLIGENCE, 2017-2025 (IN \$ MILLION)

FIGURE 13: ASIA PACIFIC TEXT ANALYTICS MARKET, BY FRAUD DETECTION, 2017-2025 (IN \$ MILLION)

FIGURE 14: ASIA PACIFIC TEXT ANALYTICS MARKET, BY BRAND REPUTATION, 2017-2025 (IN \$ MILLION)

FIGURE 15: ENTERPRISE APPLICATION OF PUBLIC AND PRIVATE CLOUD

FIGURE 16: ASIA PACIFIC TEXT ANALYTICS MARKET, BY CLOUD DEPLOYMENT, 2017-2025 (IN \$ MILLION)

FIGURE 17: ASIA PACIFIC TEXT ANALYTICS MARKET, BY ON-PREMISE DEPLOYMENT, 2017-2025 (IN \$ MILLION)

FIGURE 18: ASIA PACIFIC TEXT ANALYTICS MARKET, BY BANKING, FINANCIAL SERVICES & INSURANCE, 2017-2025 (IN \$ MILLION)

FIGURE 19: ASIA PACIFIC TEXT ANALYTICS MARKET, BY GOVERNMENT, 2017-2025 (IN \$ MILLION)

FIGURE 20: ASIA PACIFIC TEXT ANALYTICS MARKET, BY RETAIL, 2017-2025 (IN \$ MILLION)

FIGURE 21: ASIA PACIFIC TEXT ANALYTICS MARKET, BY HEALTHCARE & PHARMACEUTICALS MARKET, 2017-2025 (IN \$ MILLION)

FIGURE 22: ASIA PACIFIC TEXT ANALYTICS MARKET, BY TELECOMMUNICATION, 2017-2025 (IN \$ MILLION)

FIGURE 23: ASIA PACIFIC TEXT ANALYTICS MARKET, BY FAST MOVING CONSUMER GOODS (FMCG), 2017-2025 (IN \$ MILLION)

FIGURE 24: ASIA PACIFIC TEXT ANALYTICS MARKET, BY OTHER END USERS, 2017-2025 (IN \$ MILLION)

FIGURE 25: TEXT ANALYTICS TECHNOLOGY MODEL

FIGURE 26: ASIA PACIFIC TEXT ANALYTICS MARKET, BY DESCRIPTIVE DATA ANALYSIS, 2017-2025 (IN \$ MILLION)

FIGURE 27: ASIA PACIFIC TEXT ANALYTICS MARKET, BY TEXT CLUSTERING, 2017-2025 (IN \$ MILLION)

FIGURE 28: ASIA PACIFIC TEXT ANALYTICS MARKET, BY WEB MINING, 2017-2025 (IN \$ MILLION)

FIGURE 29: ASIA PACIFIC TEXT ANALYTICS MARKET, BY PREDICTIVE ANALYSIS, 2017-2025 (IN \$ MILLION)

FIGURE 30: ASIA PACIFIC TEXT ANALYTICS MARKET SHARE, BY REGION, 2016 & 2025 (IN %)

FIGURE 31: SMARTPHONE USERS IN ASIA PACIFIC, 2016-2020 (IN \$ MILLION)

FIGURE 32: CHINA BIG DATA ANALYTICS MARKET, 2015-2016 (IN \$ MILLION)

FIGURE 33: CHINA TEXT ANALYTICS MARKET, 2017-2025 (IN \$ MILLION)

FIGURE 34: SMARTPHONE USERS IN JAPAN, 2015-2016 (IN \$ MILLION)

FIGURE 35: JAPAN TEXT ANALYTICS MARKET, 2017-2025 (IN \$ MILLION)

FIGURE 36: INDIA TEXT ANALYTICS MARKET, 2017-2025 (IN \$ MILLION)

FIGURE 37: REST OF ASIA PACIFIC TEXT ANALYTICS MARKET, 2017-2025 (IN \$ MILLION)

FIGURE 38: MARKET SHARE ANALYSIS OF KEY PLAYERS IN 2016 (%)

I would like to order

Product name: ASIA PACIFIC TEXT ANALYTICS MARKET FORECAST 2017-2025

Product link: <https://marketpublishers.com/r/AC3D05837F1EN.html>

Price: US\$ 1,250.00 (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/AC3D05837F1EN.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