

NORTH AMERICA TEXT ANALYTICS MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The North American Text Analytics Market is currently dominating the world market by accounting for the largest share. The North America market was valued at \$1020 million in the year 2016. It is expected to grow at a CAGR of 12.93% during the forecast period of 2017-2025 and reach \$3158 million by the end of 2025.

MARKET INSIGHTS

The market segmentation is done by the type of deployment, type of end users, type of technology and the type of applications. By deployment type, the market is further segmented as cloud and on-premise. The end-users include banking, financial services & insurance (BFSI), government, healthcare & pharmaceuticals etc. The technology segment is further divided into descriptive data analysis, text clustering, web mining and predictive analysis. The applications for this market can be found in customer relationship management (CRM), predictive analysis, competitive intelligence, fraud detection and brand reputation

COMPETITIVE INSIGHTS

Merger & acquisition is the primary strategy in the market to gain a competitive edge over other companies.

Some of the major players in the market include:

Jive Software

Konstanz Information Miner (Knime)

Lexalytics Inc.

Microsoft Corporation

Sap SE

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