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Asia Pacific Affective Computing Market By Component (Software and Hardware), By Technology (Touch Based and Touchless), By End User (Healthcare, Media & Entertainment, BFSI, Automotive, IT & Telecom, Retail & E-commerce and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Affective Computing Market would witness market growth of 38.5% CAGR during the forecast period (2020-2026).
Affective computing is being utilized over a horde of end-use enterprises to check the emotional conditions of clients and examine how these emotional states can impact the purchasing and selling choices. The expanding pace of crime and terrorism has especially expanded the adoption of Affective computing for security and surveillance purposes. The developing fame of smart devices and wearables among people also looks good for the development of the market.
The Asia Pacific is home to developing economies, for example, India and China. In addition, a few nations in the region are seeking different initiatives for electronic ID generation of their respective residents. For example, initiatives such as the UIDAI venture in India and the e-KTP venture in Indonesia, are opening new open doors for the acceptance of affective computing in the region. On the other hand, the developing popularity of smartwatches and smart wearable gadgets in China is inspiring significant market players to reinforce their footprint in the Asia Pacific. Affective computing is widely utilized by law requirement organizations for investigation purposes.
Facial recognition ensures a significant level of safety and has henceforth been increasing wide acknowledgment in recent years. Facial recognition uses an associated camera or a digital camera to distinguish the faces in the captured pictures and contrast

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the characteristics of those faces with those available in the database. Authorities are especially utilizing facial recognition to confirm the tourist's identity, especially in air terminals. Agencies of Law enforcement are utilizing facial recognition to filter faces trapped in the surveillance cameras to find the targeted individual. The developing need for an elevated level of safety and security and the ability of facial recognition technology to give the equivalent is anticipated to drive the development of the market over the forecast period.

Based on Component, the market is segmented into Software and Hardware. Software segment is further classified across Speech Recognition, Enterprise Software, Face Recognition, Analytics Software and Others. Hardware segment is further segmented into Sensors, Storage Devices & Processors and Cameras & Others. Based on Technology, the market is segmented into Touch Based and Touchless. Based on End User, the market is segmented into Healthcare, Media & Entertainment, BFSI, Automotive, IT & Telecom, Retail & E-commerce and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers theanalysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, Google, Inc., Apple, Inc., Qualcomm, Inc., Elliptic Laboratories A/S, Congnitec Systems GmbH, GestureTek, Inc., Eyesight Technologies Ltd., and Vocalis Health.

Scope of the Study

Market Segmentation:

By Component

Software

o Speech Recognition
o Enterprise Software
o Face Recognition
o Analytics Software
o Others

Hardware

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o Sensors
o Storage Devices & Processors
o Cameras & Others
By Technology

Touch Based

Touchless

By End User

Healthcare

Media & Entertainment

BFSI

Automotive

IT & Telecom

Retail & E-commerce

Others

By Country

China

Japan

India

South Korea

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Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

IBM Corporation

Microsoft Corporation

Google, Inc.

Apple, Inc.

Qualcomm, Inc.

Elliptic Laboratories A/S

Congnitec Systems GmbH

GestureTek, Inc.

Eyesight Technologies Ltd.

Vocalis Health

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FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: MICROSOFT CORPORATION
FIG 8 SWOT ANALYSIS: MICROSOFT CORPORATION
FIG 9 SWOT ANALYSIS: ALPHABET INC. (GOOGLE INC.)
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