

Asia Pacific Emotion Analytics Market (2019-2025)

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Abstracts

The Asia Pacific Emotion Analytics Market would witness market growth of 17.8% CAGR during the forecast period (2019–2025).

Emotions data is used to create strategies which will help in improving the business's customer relationship management (CRM), similar to the other data related to customer experience. The emotion analytics software programs can be used with companies' data collection, data analytics, data classification, and data visualization initiatives. The software vendors can collect enormous amounts of data as consumers nowadays actively post their emotions on Snapchat, Facebook, Twitter, and Instagram, as well as on websites and in videos.

APAC region is expected to witness the highest growth in the forecast period. Rising R&D funding for development of microscopes, increasing nanotechnology research, low material costs, and growing expertise and academic excellence in emerging APAC countries such as China and India are the major factors driving the growth of this market.

Based on Type, the market is segmented into Text Analytics, Speech Analytics and Facial & Video Analytics. Based on Application, the market is segmented into Customer Experience Management, Sales & Marketing Management, Competitive Intelligence, Workforce Management and Others. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium-Sized Enterprises. Based on End User, the market is segmented into Retail & Consumer Goods, Telecom & IT, Government, Healthcare, BFSI, Media & Entertainment 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 the analysis of key stake holders of the market. Key

companies profiled in the report include Affectiva, Inc., Beyond Verbal Communication, Ltd., IMotions A/S, Noldus Information Technology, Inc., Cogito Corporation, Kairos AR, Inc., Google, Inc., IBM Corporation, Microsoft Corporation and Apple, Inc.

Scope of the Study

Market Segmentation:

By Type

Text Analytics

Speech Analytics

Facial and Video Analytics

By Application

Customer Experience Management

Sales and Marketing Management

Competitive Intelligence

Workforce Management

Others

By Organization Size

Large Enterprises

Small & Medium-Sized Enterprises

By End User

Retail & Consumer Goods

Telecom & IT

Government

Healthcare

BFSI

Media and Entertainment

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Affectiva, Inc.

Beyond Verbal Communication, Ltd.

IMotions A/S

Noldus Information Technology, Inc.

Cogito Corporation

Kairos AR, Inc.

Google, Inc.

IBM Corporation

Microsoft Corporation

Apple, Inc.

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