

Global 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 Region, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Global Affective Computing Market size is expected to reach \$123.3 billion by 2026, rising at a market growth of 36.4% CAGR during the forecast period. Affective computing is also termed as emotional artificial intelligence. It predicts interactions between human beings and a computer, in which the computer recognizes the stimuli of the user and responds accordingly. For example, a computation device that is operated by emotional artificial intelligence can potentially examine the facial gestures of a student while he is studying a particular subject, and understand whether there is any problem in understanding a particular topic, and give directions to the student about the suitable resources that are helpful in understanding the topic.

Several supportive devices, such as cameras and sensors, assist in collecting the inputs in various forms such as different physical and facial gestures. These inputs are further scanned by different algorithms for analysis to estimate the emotional state of the user. Other subtle or subconscious signs of the users can also be addressed by using suitable devices and appropriate IT systems to smooth effective interactions. As a result of this, Affective computing is finding and exploring its applications across various industries and industry verticals to estimate and examine subconscious feedbacks of the customers.

The recent outbreak of COVID-19 pandemic has prompted organizations to put up a break to the biometric participation for workers. This has given the opportunities to the technologies which are beyond the physical interactions. Lockdowns are now coming to

an end in many of the geographies and organizations are step by step resuming activities from their premises. At this point, organizations stay excited about embracing gestures, speech, and facial acknowledgment programming for attendance purposes as well as for all the applications utilizing biometric boundaries. For example, a gesture-based or voice-based contactless biometrics framework could be actualized at air terminals for getting tickets. Ventures would be adopting Affective computing touchless cooperation on a priority basis and at a fast pace in the wake of the episode of the COVID-19 pandemic.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The major strategies followed by the market participants are Partnerships and Product Launches. Based on the Analysis presented in the Cardinal matrix; Microsoft Corporation, Google, Inc. and Apple, Inc. are the forerunners in the Affective Computing Market. Companies such as IBM Corporation, Eyesight Technologies Ltd., and Vocalis Health, Cognitec Systems GmbH, Qualcomm, Inc., and Elliptic Laboratories A/S are some of the key innovators in the market.

The market research report covers the analysis 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, Cognitec Systems GmbH, GestureTek, Inc., Eyesight Technologies Ltd., and Vocalis Health.

Recent strategies deployed in Affective Computing Market

Partnerships, Collaborations, and Agreements:

Jun-2020: Elliptic Labs collaborated with Qualcomm Platform Solutions Ecosystem. Following the collaboration, the former company's AI Virtual Smart Sensor Platform would be available to OEMs designing devices

Based on the Qualcomm Snapdragon 865 Mobile Platform. This collaboration provided critical user experiences, such as contextual awareness with Elliptic's INNER BEAUTY AI Virtual Proximity Sensor and AI Virtual Presence Sensor, and an intuitive user interface with AI Virtual Gesture Sensor, for the smartphone industry's next growth

phase with 5G's expansion.

Apr-2020: Elliptic Labs extended its collaboration with Xiaomi, the world's third-largest smartphone manufacturer. Together, the companies launched the Mi 10 Youth and Mi 10 Lite smartphones, the latest Xiaomi smartphones to feature Elliptic Labs' INNER BEAUTY AI Virtual Proximity Sensor.

Mar-2020: Qualcomm announced its collaboration with Infineon, a semiconductor manufacturing company. The collaboration was aimed to develop a reference design for a new 3D authentication system. The system is built with Infineon's REAL3 3D Time-of-Flight (ToF) sensor and is

Based on the Qualcomm Snapdragon 865 Mobile Platform. Together, the companies unveiled a new 3D image sensor with VGA resolution.

Feb-2020: Qualcomm collaborated with TrinamiX GmbH, a leader in 3D imaging and infrared sensing technologies. The latter company joined Qualcomm Software Accelerator Program to enable its patented technology for 'live skin' detection as the new gold-standard for facial recognition across mobile devices. Through this collaboration, the OEM customers will now be able to use the TrinamiX proprietary 'Beam Profile Analysis' technology, which extracts 3 data streams from a single camera system: a 2D IR image, a 3D depth map, and material classification.

Jan-2020: Elliptic Labs came into partnership with Texas Instruments, a technology company. Following the partnership, Elliptic launched the new ultrasonic sensing capabilities for next-generation smart devices

Based on audio amplifier technology from Texas Instruments (TI). When used with TI's TAS5825M Class-D audio amplifier, Elliptic Labs' AI Virtual Smart Sensor Platform software enabled designers to easily add new interactive features to their systems through the transmission of always-on, low-power ultrasonic tones from the amplifier.

Jun-2019: Eyesight Technologies partnered with Ambarella, a fabless semiconductor design company. Under the partnership, the companies integrated its biometric facial -recognition-powered DriverSense driver monitoring system (DMS) with Ambarella CVflow automotive SoCs (system-on-chips) to enable OEMs and Tier-1 automotive manufactures to offer driver recognition and attentiveness monitoring.

Acquisition and Mergers:

Jan-2020: Apple acquired Xnor.ai, a Seattle startup specializing in low-power, edge-based artificial intelligence tools. Following this acquisition, the company aimed to embed its AI-enabled image recognition tools as the standard features in future iPhones and webcams.

May-2018: Microsoft signed an agreement to acquire XOXCO, a company with conversational AI, and bot development capabilities. The acquisition would amplify the

company's focus on conversational AI, as well as to develop tools for empowering people to create experiences that do more with speech and language.

Jan-2016: Apple took over Emotient, a company that uses artificial intelligence to analyze the facial expression and detect emotion. The acquisition helped Apple in providing businesses with 'Emotient KPIs' in three areas: attention, engagement, and sentiment. This enabled businesses to better understand the emotional connection and attention being given to their advertising and products.

Product Launches and Product Expansions:

Apr-2020: Google announced an update for the Pixel 4. The feature requires users to have their eyes open when using face unlock to open the phone. The update introduces a “require eyes to be open” feature, which is enabled by default. It offers an extra security measure, but it can be disabled through the option in the Pixel 4's face unlock settings.

Jun-2019: Microsoft released four free “Eyes First” games for people with speech and mobility disabilities. They can play games, such as tile slide, match two, double up, and maze using the eye gaze input.

Scope of the Study

Market Segmentation:

By Component

Software

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

Hardware

- 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 Geography

North America

- o US
- o Canada
- o Mexico
- o Rest of North America

Europe

- o Germany
- o UK
- o France
- o Russia

- o Spain
- o Italy
- o Rest of Europe

Asia Pacific

- o China
- o Japan
- o India
- o South Korea
- o Singapore
- o Malaysia
- o Rest of Asia Pacific

LAMEA

- o Brazil
 - o Argentina
 - o UAE
 - o Saudi Arabia
 - o South Africa
 - o Nigeria
 - o Rest of LAMEA
- Companies Profiled

IBM Corporation

Microsoft Corporation

Google, Inc.

Apple, Inc.

Qualcomm, Inc.

Elliptic Laboratories A/S

Cognitech Systems GmbH

GestureTek, Inc.

Eyesight Technologies Ltd.

Vocalis Health

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

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Assured post sales research support with 10% customization free

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Affective Computing Market, by Component
 - 1.4.2 Global Affective Computing Market, by Technology
 - 1.4.3 Global Affective Computing Market, by End User
 - 1.4.4 Global Affective Computing Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
 - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. COMPETITION ANALYSIS - GLOBAL

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
 - 3.2.1 Partnerships, Collaborations and Agreements
 - 3.2.2 Product Launches and Product Expansions
 - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
 - 3.3.2 Key Strategic Move: (Partnerships, Collaborations, and Agreements: 2016, May – 2020, Jun) Leading Players

CHAPTER 4. GLOBAL AFFECTIVE COMPUTING MARKET BY COMPONENT

- 4.1 Global Affective Computing Software Market by Region

- 4.2 Global Affective Computing Market by Software Type
 - 4.2.1 Global Speech Recognition Affective Computing Market by Region
 - 4.2.2 Global Enterprise Software Affective Computing Market by Region
 - 4.2.3 Global Face Recognition Affective Computing Market by Region
 - 4.2.4 Global Analytics Software Affective Computing Market by Region
 - 4.2.5 Global Other Software Type Affective Computing Market by Region
- 4.3 Global Affective Computing Hardware Market by Region
- 4.4 Global Affective Computing Market by Hardware Type
 - 4.4.1 Global Affective Computing Sensors Market by Region
 - 4.4.2 Global Affective Computing Storage Devices & Processors Market by Region
 - 4.4.3 Global Affective Computing Cameras & Others Market by Region

CHAPTER 5. GLOBAL AFFECTIVE COMPUTING MARKET BY TECHNOLOGY

- 5.1 Global Touch Based Affective Computing Market by Region
- 5.2 Global Touchless Affective Computing Market by Region

CHAPTER 6. GLOBAL AFFECTIVE COMPUTING MARKET BY END USE

- 6.1 Global Healthcare Affective Computing Market by Region
- 6.2 Global Media & Entertainment Affective Computing Market by Region
- 6.3 Global BFSI Affective Computing Market by Region
- 6.4 Global Automotive Affective Computing Market by Region
- 6.5 Global IT & Telecom Affective Computing Market by Region
- 6.6 Global Retail & E-commerce Affective Computing Market by Region
- 6.7 Global Others Affective Computing Market by Region

CHAPTER 7. GLOBAL AFFECTIVE COMPUTING MARKET BY REGION

- 7.1 North America Affective Computing Market
 - 7.1.1 North America Affective Computing Market by Component
 - 7.1.1.1 North America Affective Computing Software Market by Country
 - 7.1.1.2 North America Affective Computing Market by Software Type
 - 7.1.1.2.1 North America Speech Recognition Affective Computing Market by Country
 - 7.1.1.2.2 North America Enterprise Software Affective Computing Market by Country
 - 7.1.1.2.3 North America Face Recognition Affective Computing Market by Country
 - 7.1.1.2.4 North America Analytics Software Affective Computing Market by Country
 - 7.1.1.2.5 North America Other Software Type Affective Computing Market by
 - 7.1.1.2 North America Affective Computing Market by Software Type
 - 7.1.1.1 North America Affective Computing Software Market by Country
 - 7.1.1.2 North America Affective Computing Market by Software Type

Country

7.1.1.3 North America Affective Computing Hardware Market by Country

7.1.1.4 North America Affective Computing Market by Hardware Type

7.1.1.4.1 North America Affective Computing Sensors Market by Country

7.1.1.4.2 North America Affective Computing Storage Devices & Processors Market

by Country

7.1.1.4.3 North America Affective Computing Cameras & Others Market by Country

7.1.2 North America Affective Computing Market by Technology

7.1.2.1 North America Touch Based Affective Computing Market by Country

7.1.2.2 North America Touchless Affective Computing Market by Country

7.1.3 North America Affective Computing Market by End Use

7.1.3.1 North America Healthcare Affective Computing Market by Country

7.1.3.2 North America Media & Entertainment Affective Computing Market by Country

7.1.3.3 North America BFSI Affective Computing Market by Country

7.1.3.4 North America Automotive Affective Computing Market by Country

7.1.3.5 North America IT & Telecom Affective Computing Market by Country

7.1.3.6 North America Retail & E-commerce Affective Computing Market by Country

7.1.3.7 North America Others Affective Computing Market by Country

7.1.4 North America Affective Computing Market by Country

7.1.4.1 US Affective Computing Market

7.1.4.1.1 US Affective Computing Market by Component

7.1.4.1.2 US Affective Computing Market by Technology

7.1.4.1.3 US Affective Computing Market by End Use

7.1.4.2 Canada Affective Computing Market

7.1.4.2.1 Canada Affective Computing Market by Component

7.1.4.2.2 Canada Affective Computing Market by Technology

7.1.4.2.3 Canada Affective Computing Market by End Use

7.1.4.3 Mexico Affective Computing Market

7.1.4.3.1 Mexico Affective Computing Market by Component

7.1.4.3.2 Mexico Affective Computing Market by Technology

7.1.4.3.3 Mexico Affective Computing Market by End Use

7.1.4.4 Rest of North America Affective Computing Market

7.1.4.4.1 Rest of North America Affective Computing Market by Component

7.1.4.4.2 Rest of North America Affective Computing Market by Technology

7.1.4.4.3 Rest of North America Affective Computing Market by End Use

7.2 Europe Affective Computing Market

7.2.1 Europe Affective Computing Market by Component

7.2.1.1 Europe Affective Computing Software Market by Country

7.2.1.2 Europe Affective Computing Market by Software Type

- 7.2.1.2.1 Europe Speech Recognition Affective Computing Market by Country
- 7.2.1.2.2 Europe Enterprise Software Affective Computing Market by Country
- 7.2.1.2.3 Europe Face Recognition Affective Computing Market by Country
- 7.2.1.2.4 Europe Analytics Software Affective Computing Market by Country
- 7.2.1.2.5 Europe Other Software Type Affective Computing Market by Country
- 7.2.1.3 Europe Affective Computing Hardware Market by Country
- 7.2.1.4 Europe Affective Computing Market by Hardware Type
 - 7.2.1.4.1 Europe Affective Computing Sensors Market by Country
 - 7.2.1.4.2 Europe Affective Computing Storage Devices & Processors Market by Country
 - 7.2.1.4.3 Europe Affective Computing Cameras & Others Market by Country
- 7.2.2 Europe Affective Computing Market by Technology
 - 7.2.2.1 Europe Touch Based Affective Computing Market by Country
 - 7.2.2.2 Europe Touchless Affective Computing Market by Country
- 7.2.3 Europe Affective Computing Market by End Use
 - 7.2.3.1 Europe Healthcare Affective Computing Market by Country
 - 7.2.3.2 Europe Media & Entertainment Affective Computing Market by Country
 - 7.2.3.3 Europe BFSI Affective Computing Market by Country
 - 7.2.3.4 Europe Automotive Affective Computing Market by Country
 - 7.2.3.5 Europe IT & Telecom Affective Computing Market by Country
 - 7.2.3.6 Europe Retail & E-commerce Affective Computing Market by Country
 - 7.2.3.7 Europe Others Affective Computing Market by Country
- 7.2.4 Europe Affective Computing Market by Country
 - 7.2.4.1 Germany Affective Computing Market
 - 7.2.4.1.1 Germany Affective Computing Market by Component
 - 7.2.4.1.2 Germany Affective Computing Market by Technology
 - 7.2.4.1.3 Germany Affective Computing Market by End Use
 - 7.2.4.2 UK Affective Computing Market
 - 7.2.4.2.1 UK Affective Computing Market by Component
 - 7.2.4.2.2 UK Affective Computing Market by Technology
 - 7.2.4.2.3 UK Affective Computing Market by End Use
 - 7.2.4.3 France Affective Computing Market
 - 7.2.4.3.1 France Affective Computing Market by Component
 - 7.2.4.3.2 France Affective Computing Market by Technology
 - 7.2.4.3.3 France Affective Computing Market by End Use
 - 7.2.4.4 Russia Affective Computing Market
 - 7.2.4.4.1 Russia Affective Computing Market by Component
 - 7.2.4.4.2 Russia Affective Computing Market by Technology
 - 7.2.4.4.3 Russia Affective Computing Market by End Use

- 7.2.4.5 Spain Affective Computing Market
 - 7.2.4.5.1 Spain Affective Computing Market by Component
 - 7.2.4.5.2 Spain Affective Computing Market by Technology
 - 7.2.4.5.3 Spain Affective Computing Market by End Use
- 7.2.4.6 Italy Affective Computing Market
 - 7.2.4.6.1 Italy Affective Computing Market by Component
 - 7.2.4.6.2 Italy Affective Computing Market by Technology
 - 7.2.4.6.3 Italy Affective Computing Market by End Use
- 7.2.4.7 Rest of Europe Affective Computing Market
 - 7.2.4.7.1 Rest of Europe Affective Computing Market by Component
 - 7.2.4.7.2 Rest of Europe Affective Computing Market by Technology
 - 7.2.4.7.3 Rest of Europe Affective Computing Market by End Use
- 7.3 Asia Pacific Affective Computing Market
 - 7.3.1 Asia Pacific Affective Computing Market by Component
 - 7.3.1.1 Asia Pacific Affective Computing Software Market by Country
 - 7.3.1.2 Asia Pacific Affective Computing Market by Software Type
 - 7.3.1.2.1 Asia Pacific Speech Recognition Affective Computing Market by Country
 - 7.3.1.2.2 Asia Pacific Enterprise Software Affective Computing Market by Country
 - 7.3.1.2.3 Asia Pacific Face Recognition Affective Computing Market by Country
 - 7.3.1.2.4 Asia Pacific Analytics Software Affective Computing Market by Country
 - 7.3.1.2.5 Asia Pacific Other Software Type Affective Computing Market by Country
 - 7.3.1.3 Asia Pacific Affective Computing Hardware Market by Country
 - 7.3.1.4 Asia Pacific Affective Computing Market by Hardware Type
 - 7.3.1.4.1 Asia Pacific Affective Computing Sensors Market by Country
 - 7.3.1.4.2 Asia Pacific Affective Computing Storage Devices & Processors Market by Country
 - 7.3.1.4.3 Asia Pacific Affective Computing Cameras & Others Market by Country
 - 7.3.2 Asia Pacific Affective Computing Market by Technology
 - 7.3.2.1 Asia Pacific Touch Based Affective Computing Market by Country
 - 7.3.2.2 Asia Pacific Touchless Affective Computing Market by Country
 - 7.3.3 Asia Pacific Affective Computing Market by End Use
 - 7.3.3.1 Asia Pacific Healthcare Affective Computing Market by Country
 - 7.3.3.2 Asia Pacific Media & Entertainment Affective Computing Market by Country
 - 7.3.3.3 Asia Pacific BFSI Affective Computing Market by Country
 - 7.3.3.4 Asia Pacific Automotive Affective Computing Market by Country
 - 7.3.3.5 Asia Pacific IT & Telecom Affective Computing Market by Country
 - 7.3.3.6 Asia Pacific Retail & E-commerce Affective Computing Market by Country
 - 7.3.3.7 Asia Pacific Others Affective Computing Market by Country
 - 7.3.4 Asia Pacific Affective Computing Market by Country

- 7.3.4.1 China Affective Computing Market
 - 7.3.4.1.1 China Affective Computing Market by Component
 - 7.3.4.1.2 China Affective Computing Market by Technology
 - 7.3.4.1.3 China Affective Computing Market by End Use
- 7.3.4.2 Japan Affective Computing Market
 - 7.3.4.2.1 Japan Affective Computing Market by Component
 - 7.3.4.2.2 Japan Affective Computing Market by Technology
 - 7.3.4.2.3 Japan Affective Computing Market by End Use
- 7.3.4.3 India Affective Computing Market
 - 7.3.4.3.1 India Affective Computing Market by Component
 - 7.3.4.3.2 India Affective Computing Market by Technology
 - 7.3.4.3.3 India Affective Computing Market by End Use
- 7.3.4.4 South Korea Affective Computing Market
 - 7.3.4.4.1 South Korea Affective Computing Market by Component
 - 7.3.4.4.2 South Korea Affective Computing Market by Technology
 - 7.3.4.4.3 South Korea Affective Computing Market by End Use
- 7.3.4.5 Singapore Affective Computing Market
 - 7.3.4.5.1 Singapore Affective Computing Market by Component
 - 7.3.4.5.2 Singapore Affective Computing Market by Technology
 - 7.3.4.5.3 Singapore Affective Computing Market by End Use
- 7.3.4.6 Malaysia Affective Computing Market
 - 7.3.4.6.1 Malaysia Affective Computing Market by Component
 - 7.3.4.6.2 Malaysia Affective Computing Market by Technology
 - 7.3.4.6.3 Malaysia Affective Computing Market by End Use
- 7.3.4.7 Rest of Asia Pacific Affective Computing Market
 - 7.3.4.7.1 Rest of Asia Pacific Affective Computing Market by Component
 - 7.3.4.7.2 Rest of Asia Pacific Affective Computing Market by Technology
 - 7.3.4.7.3 Rest of Asia Pacific Affective Computing Market by End Use
- 7.4 LAMEA Affective Computing Market
 - 7.4.1 LAMEA Affective Computing Market by Component
 - 7.4.1.1 LAMEA Affective Computing Software Market by Country
 - 7.4.1.2 LAMEA Affective Computing Market by Software Type
 - 7.4.1.2.1 LAMEA Speech Recognition Affective Computing Market by Country
 - 7.4.1.2.2 LAMEA Enterprise Software Affective Computing Market by Country
 - 7.4.1.2.3 LAMEA Face Recognition Affective Computing Market by Country
 - 7.4.1.2.4 LAMEA Analytics Software Affective Computing Market by Country
 - 7.4.1.2.5 LAMEA Other Software Type Affective Computing Market by Country
 - 7.4.1.3 LAMEA Affective Computing Hardware Market by Country
 - 7.4.1.4 LAMEA Affective Computing Market by Hardware Type

- 7.4.1.4.1 LAMEA Affective Computing Sensors Market by Country
- 7.4.1.4.2 LAMEA Affective Computing Storage Devices & Processors Market by Country
- 7.4.1.4.3 LAMEA Affective Computing Cameras & Others Market by Country
- 7.4.2 LAMEA Affective Computing Market by Technology
 - 7.4.2.1 LAMEA Touch Based Affective Computing Market by Country
 - 7.4.2.2 LAMEA Touchless Affective Computing Market by Country
- 7.4.3 LAMEA Affective Computing Market by End Use
 - 7.4.3.1 LAMEA Healthcare Affective Computing Market by Country
 - 7.4.3.2 LAMEA Media & Entertainment Affective Computing Market by Country
 - 7.4.3.3 LAMEA BFSI Affective Computing Market by Country
 - 7.4.3.4 LAMEA Automotive Affective Computing Market by Country
 - 7.4.3.5 LAMEA IT & Telecom Affective Computing Market by Country
 - 7.4.3.6 LAMEA Retail & E-commerce Affective Computing Market by Country
 - 7.4.3.7 LAMEA Others Affective Computing Market by Country
- 7.4.4 LAMEA Affective Computing Market by Country
 - 7.4.4.1 Brazil Affective Computing Market
 - 7.4.4.1.1 Brazil Affective Computing Market by Component
 - 7.4.4.1.2 Brazil Affective Computing Market by Technology
 - 7.4.4.1.3 Brazil Affective Computing Market by End Use
 - 7.4.4.2 Argentina Affective Computing Market
 - 7.4.4.2.1 Argentina Affective Computing Market by Component
 - 7.4.4.2.2 Argentina Affective Computing Market by Technology
 - 7.4.4.2.3 Argentina Affective Computing Market by End Use
 - 7.4.4.3 UAE Affective Computing Market
 - 7.4.4.3.1 UAE Affective Computing Market by Component
 - 7.4.4.3.2 UAE Affective Computing Market by Technology
 - 7.4.4.3.3 UAE Affective Computing Market by End Use
 - 7.4.4.4 Saudi Arabia Affective Computing Market
 - 7.4.4.4.1 Saudi Arabia Affective Computing Market by Component
 - 7.4.4.4.2 Saudi Arabia Affective Computing Market by Technology
 - 7.4.4.4.3 Saudi Arabia Affective Computing Market by End Use
 - 7.4.4.5 South Africa Affective Computing Market
 - 7.4.4.5.1 South Africa Affective Computing Market by Component
 - 7.4.4.5.2 South Africa Affective Computing Market by Technology
 - 7.4.4.5.3 South Africa Affective Computing Market by End Use
 - 7.4.4.6 Nigeria Affective Computing Market
 - 7.4.4.6.1 Nigeria Affective Computing Market by Component
 - 7.4.4.6.2 Nigeria Affective Computing Market by Technology

- 7.4.4.6.3 Nigeria Affective Computing Market by End Use
- 7.4.4.7 Rest of LAMEA Affective Computing Market
 - 7.4.4.7.1 Rest of LAMEA Affective Computing Market by Component
 - 7.4.4.7.2 Rest of LAMEA Affective Computing Market by Technology
 - 7.4.4.7.3 Rest of LAMEA Affective Computing Market by End Use

CHAPTER 8. COMPANY PROFILES

8.1 IBM Corporation

- 8.1.1 Company Overview
- 8.1.2 Financial Analysis
- 8.1.3 Regional & Segmental Analysis
- 8.1.4 Research & Development Expenses
- 8.1.5 Recent strategies and developments:
 - 8.1.5.1 Partnerships, Collaborations, and Agreements:
 - 8.1.5.2 Product Launches and Product Expansions:
- 8.1.6 SWOT Analysis

8.2 Microsoft Corporation

- 8.2.1 Company Overview
- 8.2.2 Financial Analysis
- 8.2.3 Segmental and Regional Analysis
- 8.2.4 Research & Development Expenses
- 8.2.5 Recent strategies and developments:
 - 8.2.5.1 Product Launches and Product Expansions:
 - 8.2.5.2 Acquisition and Mergers:
- 8.2.6 SWOT Analysis

8.3 Google, Inc.

- 8.3.1 Company Overview
- 8.3.2 Financial Analysis
- 8.3.3 Segmental and Regional Analysis
- 8.3.4 Research & Development Expense
- 8.3.5 Recent strategies and developments:
 - 8.3.5.1 Product Launches and Product Expansions:
- 8.3.6 SWOT Analysis

8.4 Apple, Inc.

- 8.4.1 Company Overview
- 8.4.2 Financial Analysis
- 8.4.3 Product and Regional Analysis
- 8.4.4 Research & Development Expense

8.4.5 Recent strategies and developments:

8.4.5.1 Acquisition and Mergers:

8.4.6 SWOT Analysis

8.5 Qualcomm, Inc.

8.5.1 Company Overview

8.5.2 Financial Analysis

8.5.3 Segmental and Regional Analysis

8.5.4 Research & Development Expense

8.5.5 Recent strategies and developments:

8.5.5.1 Partnerships, Collaborations, and Agreements:

8.5.6 SWOT Analysis

8.6 Elliptic Laboratories A/S

8.6.1 Company Overview

8.6.2 Recent strategies and developments:

8.6.2.1 Partnerships, Collaborations, and Agreements:

8.7 Cognitec Systems GmbH

8.7.1 Company Overview

8.7.2 Recent strategies and developments:

8.7.2.1 Product Launches and Product Expansions:

8.8 GestureTek, Inc.

8.8.1 Company Overview

8.9 Eyesight Technologies Ltd.

8.9.1 Company Overview

8.9.2 Recent strategies and developments:

8.9.2.1 Partnerships, Collaborations, and Agreements:

8.10. Vocalis Health

8.10.1 Company Overview

8.10.2 Recent strategies and developments:

8.10.2.1 Product Launches and Product Expansions:

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 2 GLOBAL AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– AFFECTIVE COMPUTING MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– AFFECTIVE COMPUTING MARKET

TABLE 5 MERGERS & ACQUISITIONS – AFFECTIVE COMPUTING MARKET

TABLE 6 GLOBAL AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 7 GLOBAL AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 8 GLOBAL AFFECTIVE COMPUTING SOFTWARE MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 9 GLOBAL AFFECTIVE COMPUTING SOFTWARE MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 10 GLOBAL AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 11 GLOBAL AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 12 GLOBAL SPEECH RECOGNITION AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 13 GLOBAL SPEECH RECOGNITION AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 14 GLOBAL ENTERPRISE SOFTWARE AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 15 GLOBAL ENTERPRISE SOFTWARE AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 16 GLOBAL FACE RECOGNITION AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 17 GLOBAL FACE RECOGNITION AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 18 GLOBAL ANALYTICS SOFTWARE AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 19 GLOBAL ANALYTICS SOFTWARE AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 20 GLOBAL OTHER SOFTWARE TYPE AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 21 GLOBAL OTHER SOFTWARE TYPE AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 22 GLOBAL AFFECTIVE COMPUTING HARDWARE MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 23 GLOBAL AFFECTIVE COMPUTING HARDWARE MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 24 GLOBAL AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 25 GLOBAL AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 26 GLOBAL AFFECTIVE COMPUTING SENSORS MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 27 GLOBAL AFFECTIVE COMPUTING SENSORS MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 28 GLOBAL AFFECTIVE COMPUTING STORAGE DEVICES & PROCESSORS MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 29 GLOBAL AFFECTIVE COMPUTING STORAGE DEVICES & PROCESSORS MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 30 GLOBAL AFFECTIVE COMPUTING CAMERAS & OTHERS MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 31 GLOBAL AFFECTIVE COMPUTING CAMERAS & OTHERS MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 32 GLOBAL AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 33 GLOBAL AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 34 GLOBAL TOUCH BASED AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 35 GLOBAL TOUCH BASED AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 36 GLOBAL TOUCHLESS AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 37 GLOBAL TOUCHLESS AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 38 GLOBAL AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 39 GLOBAL AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026,

USD MILLION

TABLE 40 GLOBAL HEALTHCARE AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 41 GLOBAL HEALTHCARE AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 42 GLOBAL MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 43 GLOBAL MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 44 GLOBAL BFSI AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 45 GLOBAL BFSI AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 46 GLOBAL AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 47 GLOBAL AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 48 GLOBAL IT & TELECOM AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 49 GLOBAL IT & TELECOM AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 50 GLOBAL RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 51 GLOBAL RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 52 GLOBAL OTHERS AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 53 GLOBAL OTHERS AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 54 GLOBAL AFFECTIVE COMPUTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 55 GLOBAL AFFECTIVE COMPUTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 56 NORTH AMERICA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 57 NORTH AMERICA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 58 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 59 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 60 NORTH AMERICA AFFECTIVE COMPUTING SOFTWARE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 61 NORTH AMERICA AFFECTIVE COMPUTING SOFTWARE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 62 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 63 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 64 NORTH AMERICA SPEECH RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 65 NORTH AMERICA SPEECH RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 66 NORTH AMERICA ENTERPRISE SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 67 NORTH AMERICA ENTERPRISE SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 68 NORTH AMERICA FACE RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 69 NORTH AMERICA FACE RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 70 NORTH AMERICA ANALYTICS SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 71 NORTH AMERICA ANALYTICS SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 72 NORTH AMERICA OTHER SOFTWARE TYPE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 73 NORTH AMERICA OTHER SOFTWARE TYPE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 74 NORTH AMERICA AFFECTIVE COMPUTING HARDWARE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 75 NORTH AMERICA AFFECTIVE COMPUTING HARDWARE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 76 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 77 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 78 NORTH AMERICA AFFECTIVE COMPUTING SENSORS MARKET BY

COUNTRY, 2016 - 2019, USD MILLION

TABLE 79 NORTH AMERICA AFFECTIVE COMPUTING SENSORS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 80 NORTH AMERICA AFFECTIVE COMPUTING STORAGE DEVICES & PROCESSORS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 81 NORTH AMERICA AFFECTIVE COMPUTING STORAGE DEVICES & PROCESSORS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 82 NORTH AMERICA AFFECTIVE COMPUTING CAMERAS & OTHERS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 83 NORTH AMERICA AFFECTIVE COMPUTING CAMERAS & OTHERS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 84 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 85 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 86 NORTH AMERICA TOUCH BASED AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 87 NORTH AMERICA TOUCH BASED AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 88 NORTH AMERICA TOUCHLESS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 89 NORTH AMERICA TOUCHLESS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 90 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 91 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 92 NORTH AMERICA HEALTHCARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 93 NORTH AMERICA HEALTHCARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 94 NORTH AMERICA MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 95 NORTH AMERICA MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 96 NORTH AMERICA BFSI AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 97 NORTH AMERICA BFSI AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 98 NORTH AMERICA AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 99 NORTH AMERICA AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 100 NORTH AMERICA IT & TELECOM AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 101 NORTH AMERICA IT & TELECOM AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 102 NORTH AMERICA RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 103 NORTH AMERICA RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 104 NORTH AMERICA OTHERS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 105 NORTH AMERICA OTHERS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 106 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 107 NORTH AMERICA AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 108 US AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 109 US AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 110 US AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 111 US AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 112 US AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 113 US AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 114 US AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 115 US AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 116 US AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 117 US AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 118 US AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD

MILLION

TABLE 119 US AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 120 CANADA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 121 CANADA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 122 CANADA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 123 CANADA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 124 CANADA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 125 CANADA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 126 CANADA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 127 CANADA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 128 CANADA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 129 CANADA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 130 CANADA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 131 CANADA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 132 MEXICO AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 133 MEXICO AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 134 MEXICO AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 135 MEXICO AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 136 MEXICO AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 137 MEXICO AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 138 MEXICO AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 139 MEXICO AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 140 MEXICO AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 141 MEXICO AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 142 MEXICO AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 143 MEXICO AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 144 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 145 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 146 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 147 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 148 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 149 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 150 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 151 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 152 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 153 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 154 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 155 REST OF NORTH AMERICA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 156 EUROPE AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 157 EUROPE AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 158 EUROPE AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 -

2019, USD MILLION

TABLE 159 EUROPE AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 160 EUROPE AFFECTIVE COMPUTING SOFTWARE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 161 EUROPE AFFECTIVE COMPUTING SOFTWARE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 162 EUROPE AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 163 EUROPE AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 164 EUROPE SPEECH RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 165 EUROPE SPEECH RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 166 EUROPE ENTERPRISE SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 167 EUROPE ENTERPRISE SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 168 EUROPE FACE RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 169 EUROPE FACE RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 170 EUROPE ANALYTICS SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 171 EUROPE ANALYTICS SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 172 EUROPE OTHER SOFTWARE TYPE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 173 EUROPE OTHER SOFTWARE TYPE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 174 EUROPE AFFECTIVE COMPUTING HARDWARE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 175 EUROPE AFFECTIVE COMPUTING HARDWARE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 176 EUROPE AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 177 EUROPE AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 178 EUROPE AFFECTIVE COMPUTING SENSORS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 179 EUROPE AFFECTIVE COMPUTING SENSORS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 180 EUROPE AFFECTIVE COMPUTING STORAGE DEVICES & PROCESSORS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 181 EUROPE AFFECTIVE COMPUTING STORAGE DEVICES & PROCESSORS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 182 EUROPE AFFECTIVE COMPUTING CAMERAS & OTHERS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 183 EUROPE AFFECTIVE COMPUTING CAMERAS & OTHERS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 184 EUROPE AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 185 EUROPE AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 186 EUROPE TOUCH BASED AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 187 EUROPE TOUCH BASED AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 188 EUROPE TOUCHLESS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 189 EUROPE TOUCHLESS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 190 EUROPE AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 191 EUROPE AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 192 EUROPE HEALTHCARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 193 EUROPE HEALTHCARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 194 EUROPE MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 195 EUROPE MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 196 EUROPE BFSI AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 197 EUROPE BFSI AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 -

2026, USD MILLION

TABLE 198 EUROPE AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 199 EUROPE AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 200 EUROPE IT & TELECOM AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 201 EUROPE IT & TELECOM AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 202 EUROPE RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 203 EUROPE RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 204 EUROPE OTHERS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 205 EUROPE OTHERS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 206 EUROPE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 207 EUROPE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 208 GERMANY AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 209 GERMANY AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 210 GERMANY AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 211 GERMANY AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 212 GERMANY AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 213 GERMANY AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 214 GERMANY AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 215 GERMANY AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 216 GERMANY AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 217 GERMANY AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 218 GERMANY AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 219 GERMANY AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 220 UK AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 221 UK AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 222 UK AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 223 UK AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 224 UK AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 225 UK AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 226 UK AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 227 UK AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 228 UK AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 229 UK AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 230 UK AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 231 UK AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 232 FRANCE AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 233 FRANCE AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 234 FRANCE AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 235 FRANCE AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 236 FRANCE AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 237 FRANCE AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 238 FRANCE AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE,

2016 - 2019, USD MILLION

TABLE 239 FRANCE AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE,
2020 - 2026, USD MILLION

TABLE 240 FRANCE AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 -
2019, USD MILLION

TABLE 241 FRANCE AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 -
2026, USD MILLION

TABLE 242 FRANCE AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019,
USD MILLION

TABLE 243 FRANCE AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026,
USD MILLION

TABLE 244 RUSSIA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 245 RUSSIA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 246 RUSSIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 -
2019, USD MILLION

TABLE 247 RUSSIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 -
2026, USD MILLION

TABLE 248 RUSSIA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016
- 2019, USD MILLION

TABLE 249 RUSSIA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020
- 2026, USD MILLION

TABLE 250 RUSSIA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE,
2016 - 2019, USD MILLION

TABLE 251 RUSSIA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE,
2020 - 2026, USD MILLION

TABLE 252 RUSSIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 -
2019, USD MILLION

TABLE 253 RUSSIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 -
2026, USD MILLION

TABLE 254 RUSSIA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019,
USD MILLION

TABLE 255 RUSSIA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026,
USD MILLION

TABLE 256 SPAIN AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 257 SPAIN AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 258 SPAIN AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 -
2019, USD MILLION

TABLE 259 SPAIN AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 -
2026, USD MILLION

TABLE 260 SPAIN AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 261 SPAIN AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 262 SPAIN AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 263 SPAIN AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 264 SPAIN AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 265 SPAIN AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 266 SPAIN AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 267 SPAIN AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 268 ITALY AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 269 ITALY AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 270 ITALY AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 271 ITALY AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 272 ITALY AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 273 ITALY AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 274 ITALY AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 275 ITALY AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 276 ITALY AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 277 ITALY AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 278 ITALY AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 279 ITALY AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 280 REST OF EUROPE AFFECTIVE COMPUTING MARKET, 2016 - 2019,

USD MILLION

TABLE 281 REST OF EUROPE AFFECTIVE COMPUTING MARKET, 2020 - 2026,
USD MILLION

TABLE 282 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY
COMPONENT, 2016 - 2019, USD MILLION

TABLE 283 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY
COMPONENT, 2020 - 2026, USD MILLION

TABLE 284 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY SOFTWARE
TYPE, 2016 - 2019, USD MILLION

TABLE 285 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY SOFTWARE
TYPE, 2020 - 2026, USD MILLION

TABLE 286 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY HARDWARE
TYPE, 2016 - 2019, USD MILLION

TABLE 287 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY HARDWARE
TYPE, 2020 - 2026, USD MILLION

TABLE 288 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY
TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 289 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY
TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 290 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY END USE,
2016 - 2019, USD MILLION

TABLE 291 REST OF EUROPE AFFECTIVE COMPUTING MARKET BY END USE,
2020 - 2026, USD MILLION

TABLE 292 ASIA PACIFIC AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD
MILLION

TABLE 293 ASIA PACIFIC AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD
MILLION

TABLE 294 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY COMPONENT,
2016 - 2019, USD MILLION

TABLE 295 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY COMPONENT,
2020 - 2026, USD MILLION

TABLE 296 ASIA PACIFIC AFFECTIVE COMPUTING SOFTWARE MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 297 ASIA PACIFIC AFFECTIVE COMPUTING SOFTWARE MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 298 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY SOFTWARE
TYPE, 2016 - 2019, USD MILLION

TABLE 299 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY SOFTWARE
TYPE, 2020 - 2026, USD MILLION

TABLE 300 ASIA PACIFIC SPEECH RECOGNITION AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 301 ASIA PACIFIC SPEECH RECOGNITION AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 302 ASIA PACIFIC ENTERPRISE SOFTWARE AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 303 ASIA PACIFIC ENTERPRISE SOFTWARE AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 304 ASIA PACIFIC FACE RECOGNITION AFFECTIVE COMPUTING MARKET
BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 305 ASIA PACIFIC FACE RECOGNITION AFFECTIVE COMPUTING MARKET
BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 306 ASIA PACIFIC ANALYTICS SOFTWARE AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 307 ASIA PACIFIC ANALYTICS SOFTWARE AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 308 ASIA PACIFIC OTHER SOFTWARE TYPE AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 309 ASIA PACIFIC OTHER SOFTWARE TYPE AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 310 ASIA PACIFIC AFFECTIVE COMPUTING HARDWARE MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 311 ASIA PACIFIC AFFECTIVE COMPUTING HARDWARE MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 312 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY HARDWARE
TYPE, 2016 - 2019, USD MILLION

TABLE 313 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY HARDWARE
TYPE, 2020 - 2026, USD MILLION

TABLE 314 ASIA PACIFIC AFFECTIVE COMPUTING SENSORS MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 315 ASIA PACIFIC AFFECTIVE COMPUTING SENSORS MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 316 ASIA PACIFIC AFFECTIVE COMPUTING STORAGE DEVICES &
PROCESSORS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 317 ASIA PACIFIC AFFECTIVE COMPUTING STORAGE DEVICES &
PROCESSORS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 318 ASIA PACIFIC AFFECTIVE COMPUTING CAMERAS & OTHERS
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 319 ASIA PACIFIC AFFECTIVE COMPUTING CAMERAS & OTHERS

MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 320 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY TECHNOLOGY,
2016 - 2019, USD MILLION

TABLE 321 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY TECHNOLOGY,
2020 - 2026, USD MILLION

TABLE 322 ASIA PACIFIC TOUCH BASED AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 323 ASIA PACIFIC TOUCH BASED AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 324 ASIA PACIFIC TOUCHLESS AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 325 ASIA PACIFIC TOUCHLESS AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 326 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY END USE, 2016 -
2019, USD MILLION

TABLE 327 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY END USE, 2020 -
2026, USD MILLION

TABLE 328 ASIA PACIFIC HEALTHCARE AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 329 ASIA PACIFIC HEALTHCARE AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 330 ASIA PACIFIC MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 331 ASIA PACIFIC MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 332 ASIA PACIFIC BFSI AFFECTIVE COMPUTING MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 333 ASIA PACIFIC BFSI AFFECTIVE COMPUTING MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 334 ASIA PACIFIC AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 335 ASIA PACIFIC AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 336 ASIA PACIFIC IT & TELECOM AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 337 ASIA PACIFIC IT & TELECOM AFFECTIVE COMPUTING MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 338 ASIA PACIFIC RETAIL & E-COMMERCE AFFECTIVE COMPUTING
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 339 ASIA PACIFIC RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 340 ASIA PACIFIC OTHERS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 341 ASIA PACIFIC OTHERS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 342 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 343 ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 344 CHINA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 345 CHINA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 346 CHINA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 347 CHINA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 348 CHINA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 349 CHINA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 350 CHINA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 351 CHINA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 352 CHINA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 353 CHINA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 354 CHINA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 355 CHINA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 356 JAPAN AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 357 JAPAN AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 358 JAPAN AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 359 JAPAN AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 360 JAPAN AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016

- 2019, USD MILLION

TABLE 361 JAPAN AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020

- 2026, USD MILLION

TABLE 362 JAPAN AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016

- 2019, USD MILLION

TABLE 363 JAPAN AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020

- 2026, USD MILLION

TABLE 364 JAPAN AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 -

2019, USD MILLION

TABLE 365 JAPAN AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 -

2026, USD MILLION

TABLE 366 JAPAN AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019,
USD MILLION

TABLE 367 JAPAN AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026,
USD MILLION

TABLE 368 INDIA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 369 INDIA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 370 INDIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 -
2019, USD MILLION

TABLE 371 INDIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 -
2026, USD MILLION

TABLE 372 INDIA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 -
2019, USD MILLION

TABLE 373 INDIA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 -
2026, USD MILLION

TABLE 374 INDIA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 -
2019, USD MILLION

TABLE 375 INDIA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 -
2026, USD MILLION

TABLE 376 INDIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 -
2019, USD MILLION

TABLE 377 INDIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 -
2026, USD MILLION

TABLE 378 INDIA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019,
USD MILLION

TABLE 379 INDIA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026,
USD MILLION

TABLE 380 SOUTH KOREA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD
MILLION

TABLE 381 SOUTH KOREA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 382 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 383 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 384 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 385 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 386 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 387 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 388 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 389 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 390 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 391 SOUTH KOREA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 392 SINGAPORE AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 393 SINGAPORE AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 394 SINGAPORE AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 395 SINGAPORE AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 396 SINGAPORE AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 397 SINGAPORE AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 398 SINGAPORE AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 399 SINGAPORE AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 400 SINGAPORE AFFECTIVE COMPUTING MARKET BY TECHNOLOGY,

2016 - 2019, USD MILLION

TABLE 401 SINGAPORE AFFECTIVE COMPUTING MARKET BY TECHNOLOGY,
2020 - 2026, USD MILLION

TABLE 402 SINGAPORE AFFECTIVE COMPUTING MARKET BY END USE, 2016 -
2019, USD MILLION

TABLE 403 SINGAPORE AFFECTIVE COMPUTING MARKET BY END USE, 2020 -
2026, USD MILLION

TABLE 404 MALAYSIA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD
MILLION

TABLE 405 MALAYSIA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD
MILLION

TABLE 406 MALAYSIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 -
2019, USD MILLION

TABLE 407 MALAYSIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 -
2026, USD MILLION

TABLE 408 MALAYSIA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE,
2016 - 2019, USD MILLION

TABLE 409 MALAYSIA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE,
2020 - 2026, USD MILLION

TABLE 410 MALAYSIA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE,
2016 - 2019, USD MILLION

TABLE 411 MALAYSIA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE,
2020 - 2026, USD MILLION

TABLE 412 MALAYSIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016
- 2019, USD MILLION

TABLE 413 MALAYSIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020
- 2026, USD MILLION

TABLE 414 MALAYSIA AFFECTIVE COMPUTING MARKET BY END USE, 2016 -
2019, USD MILLION

TABLE 415 MALAYSIA AFFECTIVE COMPUTING MARKET BY END USE, 2020 -
2026, USD MILLION

TABLE 416 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET, 2016 -
2019, USD MILLION

TABLE 417 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET, 2020 -
2026, USD MILLION

TABLE 418 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY
COMPONENT, 2016 - 2019, USD MILLION

TABLE 419 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY
COMPONENT, 2020 - 2026, USD MILLION

TABLE 420 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 421 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 422 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 423 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 424 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 425 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 426 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 427 REST OF ASIA PACIFIC AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 428 LAMEA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 429 LAMEA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 430 LAMEA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 431 LAMEA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 432 LAMEA AFFECTIVE COMPUTING SOFTWARE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 433 LAMEA AFFECTIVE COMPUTING SOFTWARE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 434 LAMEA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 435 LAMEA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 436 LAMEA SPEECH RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 437 LAMEA SPEECH RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 438 LAMEA ENTERPRISE SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 439 LAMEA ENTERPRISE SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 440 LAMEA FACE RECOGNITION AFFECTIVE COMPUTING MARKET BY

COUNTRY, 2016 - 2019, USD MILLION

TABLE 441 LAMEA FACE RECOGNITION AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 442 LAMEA ANALYTICS SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 443 LAMEA ANALYTICS SOFTWARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 444 LAMEA OTHER SOFTWARE TYPE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 445 LAMEA OTHER SOFTWARE TYPE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 446 LAMEA AFFECTIVE COMPUTING HARDWARE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 447 LAMEA AFFECTIVE COMPUTING HARDWARE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 448 LAMEA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 449 LAMEA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 450 LAMEA AFFECTIVE COMPUTING SENSORS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 451 LAMEA AFFECTIVE COMPUTING SENSORS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 452 LAMEA AFFECTIVE COMPUTING STORAGE DEVICES & PROCESSORS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 453 LAMEA AFFECTIVE COMPUTING STORAGE DEVICES & PROCESSORS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 454 LAMEA AFFECTIVE COMPUTING CAMERAS & OTHERS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 455 LAMEA AFFECTIVE COMPUTING CAMERAS & OTHERS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 456 LAMEA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 457 LAMEA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 458 LAMEA TOUCH BASED AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 459 LAMEA TOUCH BASED AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 460 LAMEA TOUCHLESS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 461 LAMEA TOUCHLESS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 462 LAMEA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 463 LAMEA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 464 LAMEA HEALTHCARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 465 LAMEA HEALTHCARE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 466 LAMEA MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 467 LAMEA MEDIA & ENTERTAINMENT AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 468 LAMEA BFSI AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 469 LAMEA BFSI AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 470 LAMEA AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 471 LAMEA AUTOMOTIVE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 472 LAMEA IT & TELECOM AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 473 LAMEA IT & TELECOM AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 474 LAMEA RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 475 LAMEA RETAIL & E-COMMERCE AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 476 LAMEA OTHERS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 477 LAMEA OTHERS AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 478 LAMEA AFFECTIVE COMPUTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 479 LAMEA AFFECTIVE COMPUTING MARKET BY COUNTRY, 2020 - 2026,

USD MILLION

TABLE 480 BRAZIL AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 481 BRAZIL AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 482 BRAZIL AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 483 BRAZIL AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 484 BRAZIL AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 485 BRAZIL AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 486 BRAZIL AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 487 BRAZIL AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 488 BRAZIL AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 489 BRAZIL AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 490 BRAZIL AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 491 BRAZIL AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 492 ARGENTINA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 493 ARGENTINA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 494 ARGENTINA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 495 ARGENTINA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 496 ARGENTINA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 497 ARGENTINA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 498 ARGENTINA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 499 ARGENTINA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 500 ARGENTINA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 501 ARGENTINA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 502 ARGENTINA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 503 ARGENTINA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 504 UAE AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 505 UAE AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 506 UAE AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 507 UAE AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 508 UAE AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 509 UAE AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 510 UAE AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 511 UAE AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 512 UAE AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 513 UAE AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 514 UAE AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 515 UAE AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 516 SAUDI ARABIA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 517 SAUDI ARABIA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 518 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 519 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 520 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY SOFTWARE

TYPE, 2016 - 2019, USD MILLION

TABLE 521 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY SOFTWARE

TYPE, 2020 - 2026, USD MILLION

TABLE 522 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY HARDWARE

TYPE, 2016 - 2019, USD MILLION

TABLE 523 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY HARDWARE

TYPE, 2020 - 2026, USD MILLION

TABLE 524 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY,
2016 - 2019, USD MILLION

TABLE 525 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY,
2020 - 2026, USD MILLION

TABLE 526 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY END USE, 2016 -
2019, USD MILLION

TABLE 527 SAUDI ARABIA AFFECTIVE COMPUTING MARKET BY END USE, 2020 -
2026, USD MILLION

TABLE 528 SOUTH AFRICA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD
MILLION

TABLE 529 SOUTH AFRICA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD
MILLION

TABLE 530 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY COMPONENT,
2016 - 2019, USD MILLION

TABLE 531 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY COMPONENT,
2020 - 2026, USD MILLION

TABLE 532 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY SOFTWARE
TYPE, 2016 - 2019, USD MILLION

TABLE 533 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY SOFTWARE
TYPE, 2020 - 2026, USD MILLION

TABLE 534 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY HARDWARE
TYPE, 2016 - 2019, USD MILLION

TABLE 535 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY HARDWARE
TYPE, 2020 - 2026, USD MILLION

TABLE 536 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY,
2016 - 2019, USD MILLION

TABLE 537 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY,
2020 - 2026, USD MILLION

TABLE 538 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY END USE, 2016
- 2019, USD MILLION

TABLE 539 SOUTH AFRICA AFFECTIVE COMPUTING MARKET BY END USE, 2020
- 2026, USD MILLION

TABLE 540 NIGERIA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 541 NIGERIA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 542 NIGERIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 543 NIGERIA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 544 NIGERIA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 545 NIGERIA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 546 NIGERIA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 547 NIGERIA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 548 NIGERIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 549 NIGERIA AFFECTIVE COMPUTING MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 550 NIGERIA AFFECTIVE COMPUTING MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 551 NIGERIA AFFECTIVE COMPUTING MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 552 REST OF LAMEA AFFECTIVE COMPUTING MARKET, 2016 - 2019, USD MILLION

TABLE 553 REST OF LAMEA AFFECTIVE COMPUTING MARKET, 2020 - 2026, USD MILLION

TABLE 554 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 555 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 556 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2016 - 2019, USD MILLION

TABLE 557 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY SOFTWARE TYPE, 2020 - 2026, USD MILLION

TABLE 558 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2016 - 2019, USD MILLION

TABLE 559 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY HARDWARE TYPE, 2020 - 2026, USD MILLION

TABLE 560 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY

TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 561 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY

TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 562 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY END USE,
2016 - 2019, USD MILLION

TABLE 563 REST OF LAMEA AFFECTIVE COMPUTING MARKET BY END USE,
2020 - 2026, USD MILLION

TABLE 564 KEY INFORMATION – IBM CORPORATION

TABLE 565 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 566 KEY INFORMATION – GOOGLE, INC.

TABLE 567 KEY INFORMATION – APPLE, INC.

TABLE 568 KEY INFORMATION – QUALCOMM, INC.

TABLE 569 KEY INFORMATION – ELLIPTIC LABORATORIES A/S

TABLE 570 KEY INFORMATION – CONGNITEC SYSTEMS GMBH

TABLE 571 KEY INFORMATION – GESTURETEK, INC.

TABLE 572 KEY INFORMATION – EYESIGHT TECHNOLOGIES LTD.

TABLE 573 KEY INFORMATION – VOCALIS HEALTH

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 4 KEY STRATEGIC MOVE: (PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS: 2016, MAY – 2020, JUN) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 6 SWOT ANALYSIS: IBM CORPORATION

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: MICROSOFT CORPORATION

FIG 8 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 9 SWOT ANALYSIS: ALPHABET INC. (GOOGLE INC.)

FIG 10 SWOT ANALYSIS: APPLE, INC.

FIG 11 SWOT ANALYSIS: QUALCOMM, INC.

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