

LAMEA Intelligent Virtual Assistant (IVA) Market Analysis (2017-2023)

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Abstracts

The Latin America, Middle East and Africa Intelligent Virtual Assistant (IVA) Market would witness market growth of 38.5% CAGR during the forecast period (2017 – 2023). IVA is software driven assistant which uses artificial intelligence to model the human interaction to perform multiple tasks. IVA helps in managing connected cars, and homes and some of the leading examples of IVA are Google Assistant, Apple Siri, Microsoft's Cortana, and Amazon Echo. Growing trend of outsourcing, growing mobile workforce, increased focus on customer engagement are the factors that are driving the market for intelligent virtual assistants. Adoption of mobile computer technology would significantly contribute to the demand for speech recognition technology, enabling easy interaction with smartphones and its applications. Additionally, growing demand for technology in various applications including automotive, BFSI, and healthcare would drive the market during the forecast period.

Based on Technology, the Intelligent Virtual Assistant (IVA) market segments the market into Text to Speech and Automatic Speech Recognition. Based on Vertical, the market report segments the market into BFSI, Retail & Ecommerce, Automotive, Healthcare, and Others. Based on Countries, the Intelligent Virtual Assistant (IVA) market segments the market into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa Intelligent Virtual Assistant (IVA) Market. Key companies profiled in the report include Oracle Corporation, Nuance Communications, Inc., Microsoft Corporation, Inbenta Technologies, Samsung Electronics Co. Ltd., Apple, Inc., IBM Corporation, Intel Corporation, Google, Inc., and Amazon.com, Inc. (Amazon Web Services).

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