

Latin America, Middle East & Africa Emotion Analytics Market (2019-2025)

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Abstracts

The Latin America, Middle East and Africa Emotion Analytics Market would witness market growth of 20.7% CAGR during the forecast period (2019–2025). Owing to the rising rate of crimes and threats worldwide, the adoption of video analytics has become an important task for every business. Video analytics is being used to enhance the security, improve the operational efficiency, offer access control, and provide actionable insights for crime investigations. It is used to extract useful and meaningful information from digital video content. It is mainly utilized for motion detection, facial recognition, sending alerts, people counting, license plate reading, and continuous analysis.

The technological advancement in technologies including API and SDK, mobile and web application, and others are propelling the growth of the Emotion Analytics Market. On October 17, 2016, Affectiva, a global leader of Emotion AI, released their emotion recognition SDK integrated with Unity that can adapt to users' emotional states in real-time across multiple platforms. The companies are implementing emotion analytics software due to the increasing volume of videos, critical decision making, and understanding human behavior.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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