

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

<https://marketpublishers.com/r/LD8080B9C75EN.html>

Date: July 2019

Pages: 124

Price: US\$ 1,500.00 (Single User License)

ID: LD8080B9C75EN

## 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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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 LAMEA Emotion Analytics Market, by Type
  - 1.4.2 LAMEA Emotion Analytics Market, by Application
  - 1.4.3 LAMEA Emotion Analytics Market, by Organization Size
  - 1.4.4 LAMEA Emotion Analytics Market, by End User
  - 1.4.5 LAMEA Emotion Analytics Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

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

### **CHAPTER 3. MARKET ANALYSIS**

- 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 Expansion
  - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2018)
  - 3.3.2 Key Strategic Move: Leading Players

### **CHAPTER 4. LAMEA EMOTION ANALYTICS MARKET BY TYPE**

- 4.1.1 LAMEA Emotion Analytics Text Analytics Market by Country

4.1.2 LAMEA Emotion Analytics Speech Analytics Market by Country

4.1.3 LAMEA Emotion Analytics Facial and Video Analytics Market by Country

## **CHAPTER 5. LAMEA EMOTION ANALYTICS MARKET BY APPLICATION**

5.1.1 LAMEA Emotion Analytics Customer Experience Management Market by Country

5.1.2 LAMEA Emotion Analytics Sales and Marketing Management Market by Country

5.1.3 LAMEA Emotion Analytics Competitive Intelligence Market by Country

5.1.4 LAMEA Emotion Analytics Workforce Management Market by Country

5.1.5 LAMEA Other Application Emotion Analytics Market by Country

## **CHAPTER 6. LAMEA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE**

6.1.1 LAMEA Large Enterprises Emotion Analytics Market by Country

6.1.2 LAMEA Small & Medium-Sized Enterprises Emotion Analytics Market by Country

## **CHAPTER 7. LAMEA EMOTION ANALYTICS MARKET BY END USER**

7.1.1 LAMEA Retail & Consumer Goods Emotion Analytics Market by Country

7.1.2 LAMEA Telecom & IT Emotion Analytics Market by Country

7.1.3 LAMEA Government Emotion Analytics Market by Country

7.1.4 LAMEA Healthcare Emotion Analytics Market by Country

7.1.5 LAMEA BFSI Emotion Analytics Market by Country

7.1.6 LAMEA Media and Entertainment Emotion Analytics Market by Country

7.1.7 LAMEA Others Emotion Analytics Market by Country

## **CHAPTER 8. LAMEA EMOTION ANALYTICS MARKET BY COUNTRY**

8.1 Introduction

8.2 Brazil Emotion Analytics Market

8.2.1 Brazil Emotion Analytics Market by Type

8.2.2 Brazil Emotion Analytics Market by Application

8.2.3 Brazil Emotion Analytics Market by Organization Size

8.2.4 Brazil Emotion Analytics Market by End User

8.3 Argentina Emotion Analytics Market

8.3.1 Argentina Emotion Analytics Market by Type

8.3.2 Argentina Emotion Analytics Market by Application

8.3.3 Argentina Emotion Analytics Market by Organization Size

- 8.3.4 Argentina Emotion Analytics Market by End User
- 8.4 UAE Emotion Analytics Market
  - 8.4.1 UAE Emotion Analytics Market by Type
  - 8.4.2 UAE Emotion Analytics Market by Application
  - 8.4.3 UAE Emotion Analytics Market by Organization Size
  - 8.4.4 UAE Emotion Analytics Market by End User
- 8.5 Saudi Arabia Emotion Analytics Market
  - 8.5.1 Saudi Arabia Emotion Analytics Market by Type
  - 8.5.2 Saudi Arabia Emotion Analytics Market by Application
  - 8.5.3 Saudi Arabia Emotion Analytics Market by Organization Size
  - 8.5.4 Saudi Arabia Emotion Analytics Market by End User
- 8.6 South Africa Emotion Analytics Market
  - 8.6.1 South Africa Emotion Analytics Market by Type
  - 8.6.2 South Africa Emotion Analytics Market by Application
  - 8.6.3 South Africa Emotion Analytics Market by Organization Size
  - 8.6.4 South Africa Emotion Analytics Market by End User
- 8.7 Nigeria Emotion Analytics Market
  - 8.7.1 Nigeria Emotion Analytics Market by Type
  - 8.7.2 Nigeria Emotion Analytics Market by Application
  - 8.7.3 Nigeria Emotion Analytics Market by Organization Size
  - 8.7.4 Nigeria Emotion Analytics Market by End User
- 8.8 Rest of LAMEA Emotion Analytics Market
  - 8.8.1 Rest of LAMEA Emotion Analytics Market by Type
  - 8.8.2 Rest of LAMEA Emotion Analytics Market by Application
  - 8.8.3 Rest of LAMEA Emotion Analytics Market by Organization Size
  - 8.8.4 Rest of LAMEA Emotion Analytics Market by End User

## **CHAPTER 9. COMPANY PROFILES**

- 9.1 Affectiva, Inc.
  - 9.1.1 Company Overview
  - 9.1.2 Recent strategies and developments:
    - 9.1.2.1 Collaborations, partnerships and agreements:
    - 9.1.2.2 Product launches:
- 9.2 Beyond Verbal Communication, Ltd.
  - 9.2.1 Company Overview
  - 9.2.2 Recent strategies and developments:
    - 9.2.2.1 Product launches:
- 9.3 IMotions A/S

- 9.3.1 Company Overview
- 9.3.2 Recent strategies and developments:
  - 9.3.2.1 Collaborations, partnerships and agreements:
  - 9.3.2.2 Product launches:
- 9.4 Noldus Information Technology, Inc.
  - 9.4.1 Company Overview
  - 9.4.2 Recent strategies and developments:
    - 9.4.2.1 Acquisition and mergers:
- 9.5 Cogito Corporation
  - 9.5.1 Company Overview
  - 9.5.2 Recent strategies and developments:
    - 9.5.2.1 Collaborations, partnerships and agreements:
    - 9.5.2.2 Expansions:
- 9.6 Kairos AR, Inc.
  - 9.6.1 Company Overview
  - 9.6.2 Recent strategies and developments:
    - 9.6.2.1 Collaborations, partnerships and agreements:
    - 9.6.2.2 Product launches:
- 9.7 Google, Inc.
  - 9.7.1 Company Overview
  - 9.7.2 Financial Analysis
  - 9.7.3 Segmental and Regional Analysis
  - 9.7.4 Research & Development Expense
  - 9.7.5 Recent strategies and developments:
    - 9.7.5.1 Product launches:
  - 9.7.6 SWOT Analysis: Alphabet Inc. (Google Inc.)
- 9.8 IBM Corporation
  - 9.8.1 Company Overview
  - 9.8.2 Financial Analysis
  - 9.8.3 Regional & Segmental Analysis
  - 9.8.4 Research & Development Expenses
  - 9.8.5 Recent strategies and developments:
    - 9.8.5.1 Collaborations, partnerships and agreements:
    - 9.8.5.2 Expansions:
    - 9.8.5.3 Product launches:
  - 9.8.6 SWOT Analysis
- 9.9 Microsoft Corporation
  - 9.9.1 Company Overview
  - 9.9.2 Financial Analysis



9.9.3 Segmental and Regional Analysis

9.9.4 Research & Development Expenses

9.9.5 Recent strategies and developments:

9.9.5.1 Collaborations, partnerships and agreements:

9.9.6 SWOT Analysis

9.1 Apple, Inc.

9.10.1 Company Overview

9.10.2 Financial Analysis

9.10.3 Product and Regional Analysis

9.10.4 Research & Development Expense

9.10.5 Recent strategies and developments:

9.10.5.1 Acquisition and mergers:

9.10.6 SWOT Analysis

## List Of Tables

### LIST OF TABLES

TABLE 1 LAMEA EMOTION ANALYTICS MARKET, 2015 - 2018, USD MILLION

TABLE 2 LAMEA EMOTION ANALYTICS MARKET, 2019 - 2025, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– EMOTION ANALYTICS MARKET

TABLE 4 PRODUCT LAUNCHES AND EXPANSION– EMOTION ANALYTICS MARKET

TABLE 5 MERGERS & ACQUISITIONS – EMOTION ANALYTICS MARKET

TABLE 6 LAMEA EMOTION ANALYTICS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 7 LAMEA EMOTION ANALYTICS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 8 LAMEA EMOTION ANALYTICS TEXT ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 9 LAMEA EMOTION ANALYTICS TEXT ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 10 LAMEA EMOTION ANALYTICS SPEECH ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 11 LAMEA EMOTION ANALYTICS SPEECH ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 12 LAMEA EMOTION ANALYTICS FACIAL AND VIDEO ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 13 LAMEA EMOTION ANALYTICS FACIAL AND VIDEO ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 14 LAMEA EMOTION ANALYTICS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 15 LAMEA EMOTION ANALYTICS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 16 LAMEA EMOTION ANALYTICS CUSTOMER EXPERIENCE MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 17 LAMEA EMOTION ANALYTICS CUSTOMER EXPERIENCE MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 18 LAMEA EMOTION ANALYTICS SALES AND MARKETING MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 19 LAMEA EMOTION ANALYTICS SALES AND MARKETING MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 20 LAMEA EMOTION ANALYTICS COMPETITIVE INTELLIGENCE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 21 LAMEA EMOTION ANALYTICS COMPETITIVE INTELLIGENCE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 22 LAMEA EMOTION ANALYTICS WORKFORCE MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 23 LAMEA EMOTION ANALYTICS WORKFORCE MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 24 LAMEA OTHER APPLICATION EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 25 LAMEA OTHER APPLICATION EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 26 LAMEA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 27 LAMEA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 28 LAMEA LARGE ENTERPRISES EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 29 LAMEA LARGE ENTERPRISES EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 30 LAMEA SMALL & MEDIUM-SIZED ENTERPRISES EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 31 LAMEA SMALL & MEDIUM-SIZED ENTERPRISES EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 32 LAMEA EMOTION ANALYTICS MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 33 LAMEA EMOTION ANALYTICS MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 34 LAMEA RETAIL & CONSUMER GOODS EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 35 LAMEA RETAIL & CONSUMER GOODS EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 36 LAMEA TELECOM & IT EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 37 LAMEA TELECOM & IT EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 38 LAMEA GOVERNMENT EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 39 LAMEA GOVERNMENT EMOTION ANALYTICS MARKET BY COUNTRY,

2019 - 2025, USD MILLION

TABLE 40 LAMEA HEALTHCARE EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 41 LAMEA HEALTHCARE EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 42 LAMEA BFSI EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 43 LAMEA BFSI EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 44 LAMEA MEDIA AND ENTERTAINMENT EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 45 LAMEA MEDIA AND ENTERTAINMENT EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 46 LAMEA OTHERS EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 47 LAMEA OTHERS EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 48 LAMEA EMOTION ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 49 LAMEA EMOTION ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 50 BRAZIL EMOTION ANALYTICS MARKET, 2015 - 2018, USD MILLION

TABLE 51 BRAZIL EMOTION ANALYTICS MARKET, 2019 - 2025, USD MILLION

TABLE 52 BRAZIL EMOTION ANALYTICS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 53 BRAZIL EMOTION ANALYTICS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 54 BRAZIL EMOTION ANALYTICS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 55 BRAZIL EMOTION ANALYTICS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 56 BRAZIL EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 57 BRAZIL EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 58 BRAZIL EMOTION ANALYTICS MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 59 BRAZIL EMOTION ANALYTICS MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 60 ARGENTINA EMOTION ANALYTICS MARKET, 2015 - 2018, USD MILLION

TABLE 61 ARGENTINA EMOTION ANALYTICS MARKET, 2019 - 2025, USD MILLION

TABLE 62 ARGENTINA EMOTION ANALYTICS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 63 ARGENTINA EMOTION ANALYTICS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 64 ARGENTINA EMOTION ANALYTICS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 65 ARGENTINA EMOTION ANALYTICS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 66 ARGENTINA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 67 ARGENTINA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 68 ARGENTINA EMOTION ANALYTICS MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 69 ARGENTINA EMOTION ANALYTICS MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 70 UAE EMOTION ANALYTICS MARKET, 2015 - 2018, USD MILLION

TABLE 71 UAE EMOTION ANALYTICS MARKET, 2019 - 2025, USD MILLION

TABLE 72 UAE EMOTION ANALYTICS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 73 UAE EMOTION ANALYTICS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 74 UAE EMOTION ANALYTICS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 75 UAE EMOTION ANALYTICS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 76 UAE EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 77 UAE EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 78 UAE EMOTION ANALYTICS MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 79 UAE EMOTION ANALYTICS MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 80 SAUDI ARABIA EMOTION ANALYTICS MARKET, 2015 - 2018, USD MILLION

TABLE 81 SAUDI ARABIA EMOTION ANALYTICS MARKET, 2019 - 2025, USD

MILLION

TABLE 82 SAUDI ARABIA EMOTION ANALYTICS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 83 SAUDI ARABIA EMOTION ANALYTICS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 84 SAUDI ARABIA EMOTION ANALYTICS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 85 SAUDI ARABIA EMOTION ANALYTICS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 86 SAUDI ARABIA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 87 SAUDI ARABIA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 88 SAUDI ARABIA EMOTION ANALYTICS MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 89 SAUDI ARABIA EMOTION ANALYTICS MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 90 SOUTH AFRICA EMOTION ANALYTICS MARKET, 2015 - 2018, USD MILLION

TABLE 91 SOUTH AFRICA EMOTION ANALYTICS MARKET, 2019 - 2025, USD MILLION

TABLE 92 SOUTH AFRICA EMOTION ANALYTICS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 93 SOUTH AFRICA EMOTION ANALYTICS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 94 SOUTH AFRICA EMOTION ANALYTICS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 95 SOUTH AFRICA EMOTION ANALYTICS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 96 SOUTH AFRICA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 97 SOUTH AFRICA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 98 SOUTH AFRICA EMOTION ANALYTICS MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 99 SOUTH AFRICA EMOTION ANALYTICS MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 100 NIGERIA EMOTION ANALYTICS MARKET, 2015 - 2018, USD MILLION

TABLE 101 NIGERIA EMOTION ANALYTICS MARKET, 2019 - 2025, USD MILLION

TABLE 102 NIGERIA EMOTION ANALYTICS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 103 NIGERIA EMOTION ANALYTICS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 104 NIGERIA EMOTION ANALYTICS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 105 NIGERIA EMOTION ANALYTICS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 106 NIGERIA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 107 NIGERIA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 108 NIGERIA EMOTION ANALYTICS MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 109 NIGERIA EMOTION ANALYTICS MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 110 REST OF LAMEA EMOTION ANALYTICS MARKET, 2015 - 2018, USD MILLION

TABLE 111 REST OF LAMEA EMOTION ANALYTICS MARKET, 2019 - 2025, USD MILLION

TABLE 112 REST OF LAMEA EMOTION ANALYTICS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 113 REST OF LAMEA EMOTION ANALYTICS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 114 REST OF LAMEA EMOTION ANALYTICS MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 115 REST OF LAMEA EMOTION ANALYTICS MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 116 REST OF LAMEA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 117 REST OF LAMEA EMOTION ANALYTICS MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 118 REST OF LAMEA EMOTION ANALYTICS MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 119 REST OF LAMEA EMOTION ANALYTICS MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 120 KEY INFORMATION –AFFECTIVA, INC.

TABLE 121 KEY INFORMATION – BEYOND VERBAL COMMUNICATION, LTD.

TABLE 122 KEY INFORMATION – IMOTIONS A/S



TABLE 123 KEY INFORMATION – NOLDUS INFORMATION TECHNOLOGY, INC.

TABLE 124 KEY INFORMATION – COGITO CORPORATION

TABLE 125 KEY INFORMATION – KAIROS AR, INC.

TABLE 126 KEY INFORMATION – GOOGLE, INC.

TABLE 127 KEY INFORMATION – IBM CORPORATION

TABLE 128 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 129 KEY INFORMATION – APPLE, INC.



## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2018)

FIG 4 KEY STRATEGIC MOVE: LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: AFFECTIVA, INC.

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: IMOTIONS A/S

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: COGITO CORPORATION

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: KAIROS AR, INC.

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

FIG 10 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 11 SWOT ANALYSIS: IBM CORPORATION

FIG 12 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 13 SWOT ANALYSIS: APPLE, INC.

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