

# North America Affective Computing Market (2016 - 2022)

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## Abstracts

Affective computing is human-computer interaction with the ability to detect and accordingly respond to the emotions and other stimuli of the users. The users' emotional state is detected through sources such as facial expressions, posture, gestures, speech, the force or rhythm of key strokes and the temperature changes of the hand on a mouse. The affective computing systems incorporate technologies, such as the touch-based and touch less technology and capture human emotional quotient through software tools such as facial feature extraction, speech recognition, gesture recognition, analytics software, and enterprise software. Facial feature extraction software segment is expected to witness significant growth, due to significant demand from smartphones and other authenticating devices.

Based on the type, the Affective Computing market is segmented into Software and Hardware. Software is further segmented into Speech Recognition, Analytics Software, Gesture Recognition, Facial Feature Extraction, and Enterprise Software. Hardware is further segmented into Sensors, Cameras, Storage Devices & Processors, and Others. Based on Technology, the market is segmented into Touch Based and Touch Less. The verticals included in the report are Healthcare & Life Sciences, BFSI, Retail & E Commerce, Automotive, Telecom & IT, Research & Academics, Media & Entertainment, and Others.

Based on country, Affective Computing market is segmented into US, Canada, Mexico and Rest of North America. US remained the dominant region in the North America Affective Computing market in 2015. Canada would witness promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Affective Computing market.

Key companies profiled in the report include IBM Corporation, Microsoft Corporation, Google Inc., Sony Corporation, Apple Inc., Cognitec Systems GmbH., Intel Corporation, and Affectiva.

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