

North America 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 Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Affective Computing Market would witness market growth of 34.5% CAGR during the forecast period (2020-2026).

Affective computing assists in recognizing human feelings and investigating the human dynamic decision-making procedure through different human boundaries, for example, voice, pulse, and expressions. Film making organizations have already been utilizing algorithms, for example, Factorized Variational Autoencoders (FVAEs) to measure crowd reactions to various characters in movies. Computer video games are being created to offer gamers a better gaming experience by understanding gamers' feelings while playing games. Such enhanced use of the innovation is anticipated to open new development doors for the market over the forecast period.

The capability to utilize Affective computing to create feelings for treating autism-based diseases is another factor expected to drive the development of the market. The growing demand for consumer electronics and IoT-based devices combined with the advancing needs for ease and comfort in product utilization is additionally expected to support the development of the market. The developing awareness toward proper cleanliness in the wake of the COVID 19 pandemic episode is similarly expected to debilitate physical contact and rather empower the utilization of facial recognition, and gesture recognition, among different strategies, in this manner driving the market development.

Cameras are introduced at commercial offices, government structures, and other public and open places and can take a vital job in affective computing solutions. The rising stakeholder and strategy support for seeking after smart city initiatives and the ensuing interest for urban surveillance technologies and cutting-edge technologies for video surveillance frameworks are anticipated to open rewarding opportunities for the development of the cameras fragment. The developing worries over open public safety and security, expanding adoption of IP cameras, and the increasing adoption of spy cameras by law implementation organizations likewise look good for the development of the cameras section. Continued adoption of the most recent technologies, for example, IoT, AI, big data, and deep learning in video surveillance frameworks is additionally anticipated to open new doors for the vendors working in the market.

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 countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

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, Congnitech Systems GmbH, GestureTek, Inc., Eyesight Technologies Ltd., and Vocalis Health.

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 Country

US

Canada

Mexico

Rest of North America

Companies Profiled

IBM Corporation

Microsoft Corporation

Google, Inc.

Apple, Inc.

Qualcomm, Inc.

Elliptic Laboratories A/S

Cognitec Systems GmbH

GestureTek, Inc.

Eyesight Technologies Ltd.

Vocalis Health

Unique Offerings from KBV Research

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