

# North America Emotion Analytics Market (2019-2025)

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## Abstracts

The North America Emotion Analytics Market would witness market growth of 14.3% CAGR during the forecast period (2019–2025).

Human emotions can be analyzed through facial analytics, speech analytics, and video analytics. Generally, facial analytics holds the major market share and is expected to continue due to the need of the organizations to know the customer perception towards their brands. Facial expressions are better analyzed in three ways – tracking of facial electromyographic activity (FEMG), live observation & manual coding of facial activities, and automatic facial expression analysis with computer-vision algorithms. These techniques are used to identify human facial emotions through macro- & micro-expressions and subtle expressions.

Development of emotional analytics software needs large quantities of labeled emotion information. The information on feelings comes from video cameras that capture, for instance, facial expressions and microphones that collect information on speech tones. This information is fed into machine learning algorithms that learn to acknowledge phrases, tones and other features that correlate with particular feelings. Emotions identification technology of today typically categorizes feelings as anger, contempt, confusion, disgust, fear, frustration, happiness, sorrow, or surprise.

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 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 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

US

Canada

Mexico

Rest of North America

## 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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