

North America Intelligent Virtual Assistant (IVA) Market Analysis (2017-2023)

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Abstracts

The North America Intelligent Virtual Assistant (IVA) Market would witness market growth of 33.9% CAGR during the forecast period (2017 – 2023). IVA is software driven assistant which uses artificial intelligence to model the human interaction to perform multiple tasks. IVA helps in managing connected cars, and homes and some of the leading examples of IVA are Google Assistant, Apple Siri, Microsoft's Cortana, and Amazon Echo. Growing demand for online self-services platform and need for rapid resolution of queries would also contribute to the market growth. As per Global Entrepreneurship Monitor (GEM), it was reported that, around 27 million working people in America were operating a new business in 2015. The potential would grow worldwide and websites would be the most preferred service channel for consumers. Websites would be an ideal platform for gathering information, resolving issues, and making purchasing decisions. Therefore, the adoption of IVA would streamline the business activities eventually saving overhead costs involved in advertising, interviewing, and training operations.

Based on Technology, the Intelligent Virtual Assistant (IVA) market segments the market into Text to Speech and Automatic Speech Recognition. Based on Vertical, the market report segments the market into BFSI, Retail & Ecommerce, Automotive, Healthcare, and Others. Based on Countries, the Intelligent Virtual Assistant (IVA) market segments the market into US, Mexico, Canada, and Rest of North America.

The market research report covers the competition analysis of key stake holders of the North America Intelligent Virtual Assistant (IVA) Market. Key companies profiled in the report include Oracle Corporation, Nuance Communications, Inc., Microsoft Corporation, Inbenta Technologies, Samsung Electronics Co. Ltd., Apple, Inc., IBM Corporation, Intel Corporation, Google, Inc., and Amazon.com, Inc. (Amazon Web

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