

2018-2023 Global Neuromarketing Technology Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Neuromarketing Technology market for 2018-2023.

Neuromarketing is a commercial marketing communication field that applies neuropsychology to marketing research, studying consumers' sensorimotor, cognitive, and affective response to marketing stimuli. Neuromarketing seeks to understand the rationale behind how consumers make purchasing decisions and their responses to marketing stimuli in order to apply those learning in the marketing realm.

A greater understanding of human cognition and behaviour has led to the integration of biological and social sciences: Neuromarketing, a recent method utilized to understand consumers. The concept of neuromarketing combines marketing, psychology and neuroscience. Research is conducted around the implicit motivations to understand consumer decisions by non-invasive psychoanalysis methods of measuring brain activity. These include electroencephalography (EEG), magnetoencephalography (MEG) and functional magnetic resonance imaging (fMRI), eye tracking, electrodermal response measures and other neuro-technologies.

Over the next five years, LPI(LP Information) projects that Neuromarketing Technology will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Neuromarketing Technology market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Functional Magnetic Resonance Imaging (fMRI)

Electroencephalography (EEG)

Positron Emission Tomography (PET)

Magnetoencephalography (MEG)

Segmentation by application:

Retail

Healthcare

Food & Beverage

Consumer Electronics

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United States

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Mexico

Brazil

APAC

China

Japan

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India

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Germany

France

UK

Italy

Russia

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Behavior And Brain Lab

Merchant Mechanics

Neural Sense

Neurospire

The Nielsen Company

Nviso

Olson Zaltman Associates

Sensomotoric Instruments

SR Labs

Synetiq

Cadwell Industries

SR Research

Compumedics

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Neuromarketing Technology market size by key regions/countries, product type and application.

To understand the structure of Neuromarketing Technology market by identifying its various subsegments.

Focuses on the key global Neuromarketing Technology players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Neuromarketing Technology with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Neuromarketing Technology submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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