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Global Sentiment and Text Behavior Analysis Software Market Growth (Status and Outlook) 2025-2031

https://marketpublishers.com/r/G75353599626EN.html
Date: August 2025
Pages: 115
Price: US$ 3,660.00 (Single User License)
ID: G75353599626EN

Abstracts

According to this study, the global Sentiment and Text Behavior Analysis Software market size will reach US$ 6885 million by 2031.

Sentiment and Text Behavior Analysis Software refers to digital tools that use natural language processing (NLP), machine learning (ML), and artificial intelligence (AI) to analyze written or spoken language in order to detect and interpret human emotions, opinions, intentions, and behavioral patterns. These tools examine text data—such as social media posts, emails, chats, customer reviews, surveys, and support tickets—to identify sentiment (positive, negative, or neutral) and deeper emotional cues like frustration, excitement, or sarcasm. In addition to sentiment, the software may analyze tone, intent, language structure, and behavioral signals to help businesses better understand customer feedback, monitor employee communication, track brand reputation, or even detect risks in real-time.

United States market for Sentiment and Text Behavior Analysis Software is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Sentiment and Text Behavior Analysis Software is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Sentiment and Text Behavior Analysis Software is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

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Global key Sentiment and Text Behavior Analysis Software players cover Lexalytics, MonkeyLearn, IBM Watson, Meltwater, HubSpot Service Hub, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Sentiment and Text Behavior Analysis Software Industry Forecast” looks at past sales and reviews total world Sentiment and Text Behavior Analysis Software sales in 2024, providing a comprehensive analysis by region and market sector of projected Sentiment and Text Behavior Analysis Software sales for 2025 through 2031. With Sentiment and Text Behavior Analysis Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Sentiment and Text Behavior Analysis Software industry.

This Insight Report provides a comprehensive analysis of the global Sentiment and Text Behavior Analysis Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Sentiment and Text Behavior Analysis Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Sentiment and Text Behavior Analysis Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sentiment and Text Behavior Analysis Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Sentiment and Text Behavior Analysis Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Sentiment and Text Behavior Analysis Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

On-Premise

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Cloud-Based

Segmentation by Application:

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Lexalytics

MonkeyLearn

IBM Watson

Meltwater

HubSpot Service Hub

Brandwatch

Hootsuite

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Sprout Social

MeaningCloud

Qualtrics

RapidMiner

Repustate

Medallia

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