

Cognitive Computing Market by Component, Deployment Mode, Business Function, Application (IVA and Chatbot and Behavioral Analysis), Technology (Human Computer Interface and Deep Learning), Industry Vertical, and Region - Global Forecast to 2025

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Abstracts

The cognitive computing market size to grow at a CAGR of 30.5% during the forecast period

The cognitive computing market size is projected to grow from USD 20.5 billion in 2020 to USD 77.5 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 30.5% during the forecast period. The major growth factors in the cognitive computing market are the increasing demand for intelligent business processes and growing use of deep learning technologies.

The report comprehensively describes the factors impacting the growth of cognitive computing market. It comprises market dynamics, such as drivers, restraints, opportunities, and challenges; use cases; and various industry standards, which affect the growth of the market. Globally, companies are rapidly adopting cognitive computing technologies to gain a competitive edge in the market. The key players in the cognitive computing market are Microsoft, IBM, SAS, Google, AWS, TCS, Cisco, and Virtusa. These companies are continuously innovating their products and services to overcome large and complex data challenges as compared to other database solutions.

Services segment to grow at a higher CAGR during the forecast period

The services segment has been further divided into managed services and professional services. These services play a vital role in the functioning of cognitive computing solutions. Cognitive computing providers require technical support services and consulting services to manage the deployment of these solutions. These services ensure faster and smoother implementation that maximizes the value of enterprise investments. They are an integral part in deploying technology solutions and are taken care by solution and service providers. They ensure the end-to-end deployment of the chatbot platform and address pre- and post-deployment queries.

Banking, financial services and insurance industry vertical to grow at the highest rate during the forecast period

The cognitive computing market by vertical is segmented into nine categories: Banking Financial Services and Insurance (BFSI), telecommunication and IT, retail and ecommerce, healthcare and life sciences, manufacturing, travel and hospitality, media and entertainment, government, defense, and others (energy and utilities, transportation and logistics, and education). The BFSI industry vertical is expected to grow at a rapid pace during the forecast period. Organizations are adopting cognitive computing solutions to enhance patient experience, and enable data-driven, actionable analytics. These solutions offer travel and hospitality organizations with cost-effective ways, while processing large volumes of disparate data types.

Asia Pacific to grow at the highest CAGR during the forecast period

Asia Pacific (APAC) is expected to grow at the highest CAGR during the forecast period. Increasing investments by the technology companies in major APAC countries, such as China, Japan, and India; growing digitalization; increasing adoption of advanced Artificial Intelligence (AI) and Machine Learning (ML) technologies; and government regulations and initiatives are expected to drive the growth of the market in the APAC region.

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the cognitive computing market.

By Company: Tier I: 34%, Tier II: 43%, and Tier III: 23%

By Designation: C-Level Executives: 68%, Directors: 21%, and Others: 11%

By Region: North America: 43%, Europe: 32%, APAC: 15%, MEA: 5%, and Latin America: 5%

The report includes the study of the key players offering cognitive computing solutions. It profiles major vendors in the global cognitive computing market. The major vendors Microsoft (US), Teradata (US), IBM (US), SAS (US), Google (US), AWS (US), CognitiveScale (US), SparkCognition (US), TCS (India), Expert System (US), Cisco (US), Virtusa (US), Acuiti (Australia), E-Zest (India), Vantage Labs (US), Red Skios (Spain), BurstIQ (US). It also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, business overviews, product offerings, recent developments, and market strategies.

Research Coverage

The market study covers the cognitive computing market across segments. It aims at estimating the market size and the growth potential of this market, across different segments, such as component, technology, business function, deployment mode, organization size, industry vertical, and region. The study further includes an in-depth competitive analysis of key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall cognitive computing market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report further helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 REGIONS COVERED
 - 1.3.3 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY CONSIDERED
- 1.5 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakup of primary profiles
- 2.2 MARKET BREAKUP AND DATA TRIANGULATION
 - 2.2.1 KEY INDUSTRY INSIGHTS
- 2.3 MARKET SIZE ESTIMATION
 - 2.3.1 TOP-DOWN APPROACH
 - 2.3.2 BOTTOM-UP APPROACH
- 2.4 MARKET FORECAST
- 2.5 ASSUMPTIONS FOR THE STUDY
- 2.6 LIMITATIONS OF THE STUDY

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE COGNITIVE COMPUTING MARKET
- 4.2 COGNITIVE COMPUTING MARKET: BY REGION
- 4.3 COGNITIVE COMPUTING MARKET IN NORTH AMERICA, BY BUSINESS FUNCTION AND INDUSTRY VERTICAL

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Continuous evolution in the computing environment: cloud, mobile, and analytics

5.2.1.2 Rise in customer engagement through social media platforms

5.2.1.3 Increasing demand for intelligent business processes

5.2.2 RESTRAINTS

5.2.2.1 Inability to recognize customer intent and respond effectively

5.2.3 OPPORTUNITIES

5.2.3.1 Utilizing cognitive abilities to reduce excess operational costs

5.2.3.2 Growing use of deep learning technology in artificial intelligence recommendation engine solutions

5.2.4 CHALLENGES

5.2.4.1 Data management and regulations

5.3 USE CASES

5.3.1 USE CASE: BUILDING AN EFFICIENT HEALTHCARE SYSTEM WITH WELLTOK

5.3.2 USE CASE: STANDARDIZING RISK, CONTROLS, AND ISSUES ACROSS ITS BUSINESS FUNCTIONS WITH IBM OPENPAGES

5.3.3 USE CASE: ENHANCING CUSTOMER EXPERIENCE WITH IBM WATSON

5.3.4 USE CASE: IMPROVING LIFETIME VALUE OF CUSTOMERS WITH AI

5.3.5 USE CASE: BOOSTING CUSTOMERS AND SERVICE AGENTS WITH AI-BASED COGNITIVE SERVICE EXPERIENCE SYSTEM

5.3.6 USE CASE: ENHANCING CUSTOMER EXPERIENCE WITH COGNITIVE SERVICES

5.4 REGULATORY IMPLICATIONS

5.4.1 GENERAL DATA PROTECTION REGULATION

5.4.2 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

5.4.3 COMPREHENSIVE CAPITAL ANALYSIS AND REVIEW

5.4.4 DODD-FRANK ACT

5.4.5 PAYMENT CARD INDUSTRY DATA SECURITY STANDARD

5.4.6 THE INTERNATIONAL ORGANIZATION FOR STANDARDIZATION 27001

5.4.7 CALIFORNIA CONSUMER PRIVACY ACT

5.4.8 HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996

5.4.9 HEALTH INFORMATION TECHNOLOGY FOR ECONOMIC AND CLINICAL HEALTH ACT

- 5.4.10 EUROPEAN MARKET INFRASTRUCTURE REGULATION
- 5.4.11 BASEL COMMITTEE ON BANKING SUPERVISION 239 COMPLIANCE
- 5.4.12 SARBANES-OXLEY ACT OF 2002
- 5.4.13 PERSONAL DATA PROTECTION ACT

6 COGNITIVE COMPUTING MARKET, BY COMPONENT

- 6.1 INTRODUCTION
- 6.2 PLATFORM
- 6.3 SERVICES
 - 6.3.1 MANAGED SERVICES
 - 6.3.2 PROFESSIONAL SERVICES

7 COGNITIVE COMPUTING MARKET, BY BUSINESS FUNCTION

- 7.1 INTRODUCTION
- 7.2 HUMAN RESOURCE
- 7.3 OPERATIONS
- 7.4 FINANCE
- 7.5 MARKETING AND SALES
- 7.6 OTHERS
 - 7.6.1 RESEARCH AND DEVELOPMENT
 - 7.6.2 LEGAL

8 COGNITIVE COMPUTING MARKET, BY APPLICATION

- 8.1 INTRODUCTION
- 8.2 AUTOMATION
- 8.3 INTELLIGENT VIRTUAL ASSISTANTS AND CHATBOTS
- 8.4 BEHAVIORAL ANALYSIS
- 8.5 BIOMETRICS
- 8.6 OTHERS

9 COGNITIVE COMPUTING MARKET, BY TECHNOLOGY

- 9.1 INTRODUCTION
- 9.2 MACHINE LEARNING
- 9.3 HUMAN MACHINE INTERFACE (HMI)/HUMAN COMPUTER INTERFACE (HCI)
 - 9.3.1 COMPUTER VISION

9.3.2 MACHINE VISION

9.3.3 ROBOTICS

9.4 NATURAL LANGUAGE PROCESSING

9.5 DEEP LEARNING

10 COGNITIVE COMPUTING MARKET, BY DEPLOYMENT MODE

10.1 INTRODUCTION

10.2 ON-PREMISES

10.3 CLOUD

10.4 HYBRID

11 COGNITIVE COMPUTING MARKET, BY ORGANIZATION SIZE

11.1 INTRODUCTION

11.2 SMALL AND MEDIUM-SIZED ENTERPRISES

11.3 LARGE ENTERPRISES

12 COGNITIVE COMPUTING MARKET, BY INDUSTRY VERTICAL

12.1 INTRODUCTION

12.2 BANKING, FINANCIAL SERVICES, AND INSURANCE

12.3 RETAIL AND ECOMMERCE

12.4 TRAVEL AND HOSPITALITY

12.5 GOVERNMENT

12.6 IT AND TELECOMMUNICATIONS

12.7 HEALTHCARE AND LIFE SCIENCES

12.8 MANUFACTURING

12.9 MEDIA AND ENTERTAINMENT

12.10 OTHERS

13 COGNITIVE COMPUTING MARKET, BY REGION

13.1 INTRODUCTION

13.2 NORTH AMERICA

13.2.1 UNITED STATES

13.2.2 CANADA

13.3 EUROPE

13.3.1 UNITED KINGDOM

- 13.3.2 GERMANY
- 13.3.3 FRANCE
- 13.3.4 ITALY
- 13.3.5 REST OF EUROPE
- 13.4 ASIA PACIFIC
 - 13.4.1 CHINA
 - 13.4.2 SINGAPORE
 - 13.4.3 INDIA
 - 13.4.4 AUSTRALIA AND NEW ZEALAND
 - 13.4.5 REST OF ASIA PACIFIC
- 13.5 MIDDLE EAST AND AFRICA
 - 13.5.1 MIDDLE EAST
 - 13.5.2 AFRICA
- 13.6 LATIN AMERICA
 - 13.6.1 BRAZIL
 - 13.6.2 MEXICO
 - 13.6.3 ARGENTINA
 - 13.6.4 REST OF LATIN AMERICA

14 COMPETITIVE LANDSCAPE

- 14.1 INTRODUCTION
 - 14.1.1 VISIONARIES
 - 14.1.2 INNOVATORS
 - 14.1.3 DYNAMIC DIFFERENTIATORS
 - 14.1.4 EMERGING COMPANIES

15 COMPANY PROFILES

- 15.1 INTRODUCTION
- 15.2 GOOGLE
(Business Overview, Solutions and Services Offered, Recent Developments, SWOT Analysis, and Right-To-Win)*
- 15.3 MICROSOFT
- 15.4 IBM
- 15.5 SAS
- 15.6 AWS
- 15.7 ARTIFICIAL SOLUTIONS
- 15.8 NUMENTA

- 15.9 ENTERRA SOLUTIONS
- 15.10 COGNITIVESCALE
- 15.11 SPARKCOGNITION
- 15.12 TCS
- 15.13 EXPERT SYSTEM
- 15.14 CISCO
- 15.15 VIRTUSA
- 15.16 COGNITIVE SOFTWARE GROUP
- 15.17 ACUITI
- 15.18 E-ZEST
- 15.19 VANTAGE LABS LLC
- 15.20 RED SKIOS LTD
- 15.21 BURSTIQ

*Details on Business Overview, Solutions and Services Offered, Recent Developments, SWOT Analysis, and Right-To-Win might not be captured in case of unlisted companies.

16 APPENDIX

- 16.1 DISCUSSION GUIDE
- 16.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 16.3 AVAILABLE CUSTOMIZATIONS
- 16.4 RELATED REPORTS
- 16.5 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2016–2018

TABLE 2 FACTOR ANALYSIS

TABLE 3 GLOBAL COGNITIVE COMPUTING MARKET SIZE AND GROWTH RATE, 2018–2025 (USD MILLION, Y-O-Y%)

TABLE 4 COGNITIVE COMPUTING MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 5 COGNITIVE COMPUTING MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 6 MANAGED SERVICES: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 7 PROFESSIONAL SERVICES: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 8 COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 9 HUMAN RESOURCE: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 10 OPERATIONS: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 11 FINANCE: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 12 MARKETING AND SALES: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 13 OTHERS: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 14 COGNITIVE COMPUTING MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 15 AUTOMATION: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 16 INTELLIGENT VIRTUAL ASSISTANTS AND CHATBOTS: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 17 BEHAVIORAL ANALYSIS: COGNITIVE COMPUTING COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 18 BIOMETRICS: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 19 OTHERS: COGNITIVE COMPUTING MARKET SIZE, BY REGION,

2018–2025 (USD MILLION)

TABLE 20 COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 21 MACHINE LEARNING: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 22 HUMAN MACHINE INTERFACE: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 23 NATURAL LANGUAGE PROCESSING: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 24 DEEP LEARNING: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 25 COGNITIVE COMPUTING MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 26 ON PREMISES: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 27 CLOUD: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 28 HYBRID: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 29 COGNITIVE COMPUTING MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 30 SMALL AND MEDIUM-SIZED ENTERPRISES: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 31 LARGE ENTERPRISES: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 32 COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 33 BANKING, FINANCIAL SERVICES, AND INSURANCE: COGNITIVE COMPUTING SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 34 RETAIL AND ECOMMERCE: COGNITIVE COMPUTING, BY REGION, 2018–2025 (USD MILLION)

TABLE 35 TRAVEL AND HOSPITALITY: COGNITIVE COMPUTING MARKET, BY REGION, 2018–2025 (USD MILLION)

TABLE 36 GOVERNMENT: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 37 IT AND TELECOMMUNICATIONS: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 38 HEALTHCARE AND LIFE SCIENCES: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 39 MANUFACTURING: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 40 MEDIA AND ENTERTAINMENT: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 41 OTHERS: COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 42 COGNITIVE COMPUTING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 43 NORTH AMERICA: COGNITIVE COMPUTING, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 44 NORTH AMERICA: COGNITIVE COMPUTING, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 45 NORTH AMERICA: COGNITIVE COMPUTING MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 46 NORTH AMERICA: COGNITIVE COMPUTING MARKET, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 47 NORTH AMERICA: COGNITIVE COMPUTING, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 48 NORTH AMERICA: COGNITIVE COMPUTING, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 49 NORTH AMERICA: COGNITIVE COMPUTING, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 50 NORTH AMERICA: COGNITIVE COMPUTING, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 51 NORTH AMERICA: COGNITIVE COMPUTING, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 52 UNITED STATES: COGNITIVE COMPUTING, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 53 UNITED STATES: COGNITIVE COMPUTING, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 54 UNITED STATES: COGNITIVE COMPUTING, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 55 CANADA: COGNITIVE COMPUTING, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 56 CANADA: COGNITIVE COMPUTING, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 57 CANADA: COGNITIVE COMPUTING, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 58 EUROPE: COGNITIVE COMPUTING, BY COMPONENT, 2018–2025 (USD

MILLION)

TABLE 59 EUROPE: COGNITIVE COMPUTING, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 60 EUROPE: COGNITIVE COMPUTING, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 61 EUROPE: COGNITIVE COMPUTING, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 62 EUROPE: COGNITIVE COMPUTING MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 63 EUROPE: COGNITIVE COMPUTING, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 64 EUROPE: COGNITIVE COMPUTING, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 65 EUROPE: COGNITIVE COMPUTING MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 66 UNITED KINGDOM: COGNITIVE COMPUTING, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 67 UNITED KINGDOM: COGNITIVE COMPUTING, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 68 UNITED KINGDOM: COGNITIVE COMPUTING, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 69 GERMANY: COGNITIVE COMPUTING, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 70 GERMANY: COGNITIVE COMPUTING, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 71 GERMANY: COGNITIVE COMPUTING, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 72 FRANCE: COGNITIVE COMPUTING, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 73 FRANCE: COGNITIVE COMPUTING, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 74 FRANCE: COGNITIVE COMPUTING, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 75 ITALY: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 76 ITALY: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 77 ITALY: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 78 REST OF EUROPE: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 79 REST OF EUROPE: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 80 REST OF EUROPE: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 81 ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 82 ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 83 ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 84 ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 85 ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 86 ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 87 ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 88 ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018-2025 (USD MILLION)

TABLE 89 CHINA: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018-2025 (USD MILLION)

TABLE 90 CHINA: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 91 CHINA: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 92 SINGAPORE: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018-2025 (USD MILLION)

TABLE 93 SINGAPORE: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 94 SINGAPORE: COGNITIVE COMPUTING MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 95 INDIA: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018-2025 (USD MILLION)

TABLE 96 INDIA: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 97 INDIA: COGNITIVE COMPUTING MARKET SIZE, BY APPLICATION,

2018–2025 (USD MILLION)

TABLE 98 AUSTRALIA AND NEW ZEALAND: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018-2025 (USD MILLION)

TABLE 99 AUSTRALIA AND NEW ZEALAND: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 100 AUSTRALIA AND NEW ZEALAND: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 101 REST OF ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018-2025 (USD MILLION)

TABLE 102 REST OF ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 103 REST OF ASIA PACIFIC: COGNITIVE COMPUTING MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 104 MIDDLE EAST AND AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 105 MIDDLE EAST AND AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 106 MIDDLE EAST AND AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 107 MIDDLE EAST AND AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 108 MIDDLE EAST AND AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 109 MIDDLE EAST AND AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 110 MIDDLE EAST AND AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 111 MIDDLE EAST AND AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 112 MIDDLE EAST: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 113 MIDDLE EAST: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 114 MIDDLE EAST: COGNITIVE COMPUTING MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 115 AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 116 AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 117 AFRICA: COGNITIVE COMPUTING MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 118 LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 119 LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 120 LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 121 LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 122 LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 123 LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 124 LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 125 LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 126 BRAZIL: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 127 BRAZIL: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 128 BRAZIL: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 129 MEXICO: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 130 MEXICO: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 131 MEXICO: COGNITIVE COMPUTING MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 132 ARGENTINA: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 133 ARGENTINA: COGNITIVE COMPUTING MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 134 ARGENTINA: COGNITIVE COMPUTING MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

TABLE 135 REST OF LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY INDUSTRY VERTICAL, 2018–2025 (USD MILLION)

TABLE 136 REST OF LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY

TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 137 REST OF LATIN AMERICA: COGNITIVE COMPUTING MARKET SIZE, BY
BUSINESS FUNCTION, 2018–2025 (USD MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 1 COGNITIVE COMPUTING MARKET: RESEARCH DESIGN

FIGURE 2 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (SUPPLY SIDE): REVENUE OF SOLUTIONS/SERVICES OF THE COGNITIVE COMPUTING MARKET

FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE OF ALL SOLUTIONS/SERVICES OF THE COGNITIVE COMPUTING MARKET

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 2 TOP-DOWN (DEMAND SIDE): SHARE OF COGNITIVE COMPUTING THROUGH THE OVERALL COGNITIVE COMPUTING SPENDING

FIGURE 5 PLATFORM SEGMENT TO HOLD A LARGER MARKET SIZE IN 2020

FIGURE 6 MARKETING AND SALES SEGMENT TO HOLD THE HIGHEST MARKET SHARE IN 2020

FIGURE 7 CLOUD SEGMENT TO HOLD THE HIGHEST MARKET SHARE IN 2020

FIGURE 8 LARGE ENTERPRISES SEGMENT TO HOLD A HIGHER MARKET SHARE IN 2020

FIGURE 9 COGNITIVE COMPUTING MARKET SNAPSHOT, BY INDUSTRY VERTICAL

FIGURE 10 COGNITIVE COMPUTING MARKET SNAPSHOT, BY REGION

FIGURE 11 ENTERPRISES CONTINUOUS EVOLUTION IN THE COMPUTING ENVIRONMENT: CLOUD, MOBILE, AND ANALYTICS, COUPLED WITH UTILIZING COGNITIVE ABILITIES TO REDUCE EXCESS OPERATIONAL COSTS, TO BE THE KEY FACTORS DRIVING THE OVERALL GROWTH OF THE MARKET

FIGURE 12 NORTH AMERICA TO HOLD THE HIGHEST MARKET SHARE IN 2020

FIGURE 13 MARKETING AND SALES SEGMENT AND BANKING, FINANCIAL SERVICES AND INSURANCE INDUSTRY VERTICAL ACCOUNTED FOR THE HIGHEST SHARES IN THE COGNITIVE COMPUTING MARKET IN 2020

FIGURE 14 COGNITIVE COMPUTING MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 15 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 16 MANAGED SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 17 OPERATIONS SEGMENT TO WITNESS THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 18 BEHAVIORAL ANALYSIS SEGMENT TO WITNESS THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 19 HUMAN COMPUTER INTERFACE SEGMENT TO WITNESS THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 20 HYBRID SEGMENT TO WITNESS THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 21 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 22 HEALTHCARE AND LIFE SCIENCES INDUSTRY VERTICAL TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 23 ASIA PACIFIC TO HOLD THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 24 INDIA TO ACCOUNT FOR THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 25 ASIA PACIFIC TO ACCOUNT FOR THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 26 NORTH AMERICA: MARKET SNAPSHOT

FIGURE 27 ASIA PACIFIC: MARKET SNAPSHOT

FIGURE 28 COGNITIVE COMPUTING MARKET, COMPETITIVE LEADERSHIP MAPPING, 2020

FIGURE 29 GOOGLE: COMPANY SNAPSHOT

FIGURE 30 SWOT ANALYSIS: GOOGLE

FIGURE 31 MICROSOFT: COMPANY SNAPSHOT

FIGURE 32 SWOT ANALYSIS: MICROSOFT

FIGURE 33 IBM: COMPANY SNAPSHOT

FIGURE 34 SWOT ANALYSIS: IBM

FIGURE 35 SAS: COMPANY SNAPSHOT

FIGURE 36 SWOT ANALYSIS: SAS

FIGURE 37 AWS: COMPANY SNAPSHOT

FIGURE 38 SWOT ANALYSIS: AWS

FIGURE 39 TCS: COMPANY SNAPSHOT

FIGURE 40 EXPERT SYSTEM: COMPANY SNAPSHOT

FIGURE 41 CISCO: COMPANY SNAPSHOT

FIGURE 42 SWOT ANALYSIS: CISCO

FIGURE 43 VIRTUSA: COMPANY SNAPSHOT

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