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Emotion AI Market by Solutions (Emotion Recognition, Emotion AI SDKs and APIs, Emotion Analytics), Type (Text-Focused, Voice-Focused, Video & Multimodal), Technology (Machine Learning, NLP, Computer Vision) - Global Forecast to 2030

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Abstracts

The Emotion AI market is estimated to be USD 2.74 billion in 2024 to USD 9.01 billion in 2030 at a CAGR of 21.9% from 2024 to 2030. The Emotion AI market is undergoing rapid growth due to emotion driven marketing, integration with IoT and wearables, and adoption to the remote work environment. Emotion AI is used by marketers to create catchy campaigns, driving high engagement and conversion rates. Real-time emotion tracking with IoT and wearable devices makes healthcare and fitness applications possible. Remote work with Emotion AI boosts the capability for virtual collaboration by processing emotion cues to improve communication, increase productivity, and establish the future of emotional intelligence within different industries.

“During the forecast period, the Machine Learning technology contributed the largest market share in the Emotion AI market.”

Machine learning (ML) technology holds the highest market share in the Emotion AI market due to its ability to process vast amounts of data and learn complex patterns in human emotions. ML algorithms can analyze facial expressions, voice tones, and textual sentiment, enabling accurate emotion detection and real-time decision-making. These technologies continuously improve through training on diverse datasets, making them highly adaptable to different industries such as retail, healthcare, and customer service. ML-based emotion recognition systems are increasingly integrated into applications such as personalized marketing, virtual assistants, and mental health monitoring, driving customer engagement and satisfaction. The scalability, efficiency,

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and evolving nature of machine learning models make it the dominant technology in Emotion AI, supporting its rapid growth and broad adoption across various sectors.

“The text focused type of Emotion AI is projected to register the highest CAGR during the forecast period.”

Text-focused Emotion AI is the fastest-growing segment in the Emotion AI market due to its widespread applicability across various industries and the increasing volume of textual data generated daily. With advancements in natural language processing (NLP) and machine learning, text-based sentiment analysis has become more accurate in detecting emotions such as joy, anger, and sadness in customer reviews, social media posts, and communication platforms. This technology helps businesses improve customer experience management, optimize marketing strategies, and enhance brand engagement. It also plays a crucial role in healthcare for mental health assessments and in educational tools for personalized learning. As the reliance on digital communication grows, the demand for text-focused emotion analysis continues to rise, positioning it as a key driver of growth in the Emotion AI market.

'Asia Pacific will register the highest growth rate during the forecast period.”

The Asia Pacific region is estimated to have the highest growth rate within the Emotion AI market on account of its rising pace of technology, increased digital adoption, and extensive application of Emotion AI in various fields. Many countries, including China, Japan, and India, are investing a lot in AI research and development, which are fields such as emotional AI. Organizations within the e-commerce, retail, and healthcare domains are now starting to use Emotion AI to deliver personalized services that consistently improve customer experiences. Furthermore, the region is in the midst of wide dissemination of mobile devices, IoT, and wearable technology, which acts as an excellent basis for performing real-time emotion tracking. Leading governments and private enterprises in Asia Pacific are rallying around AI as a strategic growth area, which is also fueling the adoption of Emotional AI technologies. Technology, economic and demographic factors combine to put Asia Pacific in a position for massive market growth.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

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By Company Type: Tier 1 – 62%, Tier 2 – 23%, and Tier 3 – 15%

By Designation: C-level –50%, D-level – 30%, and Others – 20%

By Region: North America – 38%, Europe – 15%, Asia Pacific – 35%, Middle East & Africa- 7%, and Latin America- 5%.

The major players in the Emotion AI market are IBM (US), Microsoft (US), Google (US), Amazon (US), Smart Eye (Sweden), Entropik Tech (India), Uniphore (US), Audeering GmbH (Germany), VIER GmbH (Germany), Cognitec (Germany), Symanto (Germany), Realeyes (UK), CIPIA Vision (Israel), Noldus (Netherlands), Cogito (US), Morphcast (US), Voicesense (Israel), Superceed (Malaysia), Siena AI (US), Opsis (Singapore), Behavioral Signals (US), Hume (US), Kairos (US), Beemotion.AI (Australia), Intelligent Voice (UK), Davi (France), Utrigg (Ukraine), AttentionKart (India) and VERN AI (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their Emotion AI footprint.

Research Coverage

The market study covers the Emotion AI market size across different segments. It aims to estimate the market size and the growth potential across various segments, including offering, technology, application, industry, and region. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help market leaders and new entrants with information on the closest approximations of the global Emotion AI market's revenue numbers and subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

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Analysis of key drivers (improved Computational Power, increased adoption of Video Communication Platforms, increased applications in education, enhancing checkout experiences with AI-powered automation), restraints (lack of standardization, high dependence on data quality), opportunities (emotion-based content creation, development of driver monitoring systems, integration in educational platforms) and challenges (overcoming bias in AI systems, training complex models, integrating multimodal data) influencing the growth of the Emotion AI market.

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product and service launches in the Emotion AI market. Market Development: Comprehensive information about lucrative markets – the report analyses various regions' Emotion AI markets. Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the Emotion AI market. Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as IBM (US), Microsoft (US), Google (US), Amazon (US), Smart Eye (Sweden), Entropik Tech (India), Uniphore (US), Audeering GmbH (Germany), VIER GmbH (Germany), Cognitec (Germany), Symanto (Germany), Realeyes (UK), CIPIA Vision (Israel), Noldus (Netherlands), Cogito (US), Morphcast (US), Voicesense (Israel), Superceed (Malaysia), Siena AI (US), Opsis (Singapore), Behavioral Signals (US), Hume (US), Kairos (US), Beemotion.AI (Australia), Intelligent Voice (UK), Davi (France), Utrigg (Ukraine), AttentionKart (India) and VERN AI (US).

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