

Text-to-Speech Market by Offering (Software, Service, SaaS), Deployment (On-premises, Cloud-based), Voice (Neural & Custom, Non-Neural), Solution (Accessibility, Voice-based AI), Organization Size, Language, Vertical & Region – Global Forecast to 2029

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Abstracts

The global Text-to-Speech market is expected to be valued at USD 4.0 billion in 2024 and is projected to reach USD 7.6 billion by 2029; it is expected to grow at a CAGR of 13.7% from 2024 to 2029. The rising number of people with different learning disabilities serves as a significant driver for the Text-to-Speech market. Text-to-Speech technology plays a crucial role in enhancing accessibility and inclusivity for individuals facing learning challenges such as dyslexia, visual impairment, or other reading difficulties. By converting written content into spoken language, Text-to-Speech aids those with diverse learning needs, enabling them to comprehend and absorb information more effectively. The increasing awareness and emphasis on creating inclusive digital environments in education, workplaces, and various online platforms further contribute to the growing demand for Text-to-Speech solutions. As the prevalence of learning disabilities becomes more acknowledged, Text-to-Speech technology becomes instrumental in breaking down barriers and providing equitable access to information for individuals with different learning needs, thereby driving its adoption in the market.

“Cloud-based deployments to account higher CAGR in Text-to-Speech market”

The high CAGR of cloud-based deployment in the Text-to-Speech market is propelled by its inherent advantages that align with contemporary business needs. Cloud-based solutions offer unparalleled scalability, enabling organizations to efficiently manage resources based on fluctuating demands without the need for extensive upfront investments in infrastructure. The cost-effectiveness of cloud deployment appeals to

businesses seeking efficient and budget-friendly solutions, particularly smaller enterprises. Moreover, cloud-based Text-to-Speech services facilitate seamless updates and maintenance, ensuring that users consistently have access to the latest advancements in voice synthesis technology. As the business landscape increasingly prioritizes flexibility, rapid implementation, and resource efficiency, the growth of cloud-based deployment in the Text-to-Speech market reflects its ability to meet these evolving demands and drive widespread adoption.

“Neural and custom voice types to hold largest share in Text-to-Speech market”

Neural and custom voice types hold the largest share in the Text-to-Speech market due to their ability to deliver highly natural, expressive, and customizable speech synthesis experiences. Neural TTS models leverage advanced deep learning techniques, enabling a more human-like and nuanced voice quality, which is particularly appealing to users seeking a lifelike interaction. Custom voice options provide businesses the opportunity to create unique, brand-specific voices, fostering a distinctive and memorable identity for their applications. As industries increasingly prioritize user engagement and personalized experiences, the demand for neural and custom voice types surges, making them integral components of the Text-to-Speech market. Their capacity to elevate the quality and individuality of voice interactions positions them as key drivers in the market's evolving landscape.

“Asia Pacific region growing at highest CAGR in Text-to-Speech market”

The Asia-Pacific region is experiencing a high CAGR in the Text-to-Speech market due to several pivotal factors. The region is undergoing rapid digital transformation, with a significant increase in internet penetration and smartphone adoption across countries like China, India, and Southeast Asia. As a result, there is a growing demand for voice-enabled applications and services, with Text-to-Speech technology playing a crucial role in enhancing user experiences. Additionally, the diverse linguistic landscape in the Asia-Pacific region contributes to the adoption of Text-to-Speech solutions that support various languages and dialects. The expansion of industries such as e-commerce, education, and healthcare further fuels the need for accessible and interactive voice technologies. As businesses and consumers alike recognize the benefits of Text-to-Speech in this dynamic and tech-savvy region, the market is witnessing substantial growth in the Asia-Pacific region.

The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

Text-to-Speech Market by Offering (Software, Service, SaaS), Deployment (On-premises, Cloud-based), Voice (Neu...

By Company Type: Tier 1 – 26%, Tier 2 – 32%, and Tier 3 – 42%

By Designation: C-level Executives – 40%, Directors – 30%, and Others – 30%

By Region: North America – 25%, Europe – 25%, Asia Pacific – 40%, and RoW – 10%

The key players operating in the Text-to-Speech market are Microsoft Corporation (US), Google (US), Amazon.com, Inc. (US), IBM (US), and Baidu Inc. (China) among others.

Research Coverage:

The research reports the Text-to-Speech Market, By Offering (Software and Services (Software-as-a-Service and Support, Implementation and consulting)), By Deployment Mode (On-premises and Cloud-based), By Voice Type (Neural & Custom and Non-neural), By Organization Size (SMEs and Large Enterprise), By Language (English, Mandarin Chinese, Hindi, Arabic, Spanish and Others) and Region (North America, Europe, Asia Pacific, and Rest of the world (RoW)). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the Text-to-Speech market. A detailed analysis of the key industry players has been done to provide insights into their business overviews, products, key strategies, Contracts, partnerships, and agreements. New product & service launches, mergers and acquisitions, and recent developments associated with the Text-to-Speech market. Competitive analysis of upcoming startups in the Text-to-Speech market ecosystem is covered in this report.

Key Benefits of Buying the Report

Analysis of key drivers (Surge in Demand for Interactive Voice Response (IVR) Systems, Increased government spending on education for differently abled students, Dependence of growing elderly population on technology, Increasing number of people with different learning disabilities), restraints (Complexity of generating prosody and pronunciation of naturally occurring speech, Growing privacy, security and ethical concerns in cloud-based text-to-speech), opportunities (Seamless communication between human beings and robots, Text-to-speech solutions for temporarily and permanently disabled students, Growing inclination toward cloud-based deployment mode, Growing integration of text-to-speech in autonomous vehicles), and challenges (Creation of a

generic acoustic database that covers language variations, Growing cyber-crime, data privacy and ethical considerations) influencing the growth of the Text-to-Speech market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the Text-to-Speech market

Market Development: Comprehensive information about lucrative markets – the report analyses the Text-to-Speech market across varied regions.

Market Diversification: Exhaustive information about new products/services, untapped geographies, recent developments, and investments in the Text-to-Speech market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Microsoft Corporation (US), Google (US), Amazon.com, Inc. (US), IBM (US), and Baidu Inc. (China), among others in the Text-to-Speech market.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.2.1 INCLUSIONS AND EXCLUSIONS

1.3 STUDY SCOPE

1.3.1 MARKETS COVERED

FIGURE 1 TEXT-TO-SPEECH MARKET: SEGMENTATION

1.3.2 REGIONAL SCOPE

1.3.3 YEARS CONSIDERED

1.3.4 CURRENCY CONSIDERED

1.4 LIMITATIONS

1.5 STAKEHOLDERS

1.6 SUMMARY OF CHANGES

1.7 RECESSION IMPACT

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 TEXT-TO-SPEECH MARKET: RESEARCH DESIGN

2.1.1 SECONDARY AND PRIMARY RESEARCH

2.1.2 SECONDARY DATA

2.1.2.1 List of key secondary sources

2.1.2.2 Key data from secondary sources

2.1.3 PRIMARY DATA

2.1.3.1 Breakdown of primaries

2.1.3.2 Primary interviews with experts

2.1.3.3 List of key primary interview participants

2.1.3.4 Key data from primary sources

2.1.3.5 Key industry insights

2.2 MARKET SIZE ESTIMATION

FIGURE 3 MARKET SIZE ESTIMATION: RESEARCH FLOW

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: REVENUE OF MARKET PLAYERS

2.2.1 BOTTOM-UP APPROACH

2.2.1.1 Approach to estimate market size using bottom-up analysis (demand side)

FIGURE 5 TEXT-TO-SPEECH MARKET: BOTTOM-UP APPROACH

2.2.2 TOP-DOWN APPROACH

2.2.2.1 Approach to estimate market size using top-down analysis (supply side)

FIGURE 6 TEXT-TO-SPEECH MARKET: TOP-DOWN APPROACH

2.3 DATA TRIANGULATION

FIGURE 7 DATA TRIANGULATION

2.4 RESEARCH ASSUMPTIONS

2.5 GROWTH FORECAST ASSUMPTIONS

2.6 RESEARCH LIMITATIONS

2.7 PARAMETERS CONSIDERED TO ANALYZE IMPACT OF RECESSION ON TEXT-TO-SPEECH MARKET

3 EXECUTIVE SUMMARY

FIGURE 8 SERVICES TO ACCOUNT FOR LARGER SHARE OF TEXT-TO-SPEECH MARKET IN 2029

FIGURE 9 CLOUD-BASED DEPLOYMENT MODE TO DOMINATE TEXT-TO-SPEECH MARKET IN 2029

FIGURE 10 NEURAL & CUSTOM VOICE TYPE TO HOLD MAJOR SHARE OF TEXT-TO-SPEECH MARKET IN 2029

FIGURE 11 LARGE ENTERPRISES TO LEAD TEXT-TO-SPEECH MARKET IN 2029

FIGURE 12 ENGLISH LANGUAGE TO HOLD LARGEST SHARE OF TEXT-TO-SPEECH MARKET IN 2029

FIGURE 13 CONSUMER ELECTRONICS VERTICAL TO LEAD TEXT-TO-SPEECH MARKET IN 2029

FIGURE 14 ASIA PACIFIC TO EXHIBIT HIGHEST CAGR IN TEXT-TO-SPEECH MARKET DURING FORECAST PERIOD

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN TEXT-TO-SPEECH MARKET

FIGURE 15 INCREASING ADOPTION OF AI AND ML SOLUTIONS IN DIFFERENT VERTICALS TO PROVIDE LUCRATIVE OPPORTUNITIES FOR TEXT-TO-SPEECH MARKET BETWEEN 2024 AND 2029

4.2 TEXT-TO-SPEECH MARKET, BY LANGUAGE

FIGURE 16 ENGLISH LANGUAGE TO LEAD IN TEXT-TO-SPEECH MARKET DURING FORECAST PERIOD

4.3 TEXT-TO-SPEECH MARKET, BY VERTICAL

FIGURE 17 CONSUMER ELECTRONICS VERTICAL TO HOLD LARGEST SHARE IN TEXT-TO-SPEECH MARKET IN 2029

4.4 TEXT-TO-SPEECH MARKET IN ASIA PACIFIC, BY VERTICAL AND COUNTRY
FIGURE 18 CONSUMER ELECTRONICS AND CHINA TO HOLD LARGEST SHARES
OF TEXT-TO-SPEECH MARKET IN ASIA PACIFIC IN 2024

4.5 TEXT-TO-SPEECH MARKET, BY REGION

FIGURE 19 INDIA TO RECORD HIGHEST CAGR IN GLOBAL TEXT-TO-SPEECH
MARKET DURING FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 20 TEXT-TO-SPEECH MARKET: DRIVERS, RESTRAINTS,
OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

FIGURE 21 TEXT-TO-SPEECH MARKET: IMPACT ANALYSIS OF DRIVERS

5.2.1.1 Rising demand for Interactive Voice Response (IVR) systems

5.2.1.2 Increasing government initiatives pertaining to education of differently abled
students

5.2.1.3 Growing dependence of elderly population on technology

FIGURE 22 POPULATION AGED 60 YEARS OR ABOVE, 1980–2050

5.2.1.4 Increasing number of people with different learning disabilities

5.2.2 RESTRAINTS

FIGURE 23 TEXT-TO-SPEECH MARKET: IMPACT ANALYSIS OF RESTRAINTS

5.2.2.1 Complexity of generating correct prosody and pronunciation of naturally
occurring speech

5.2.2.2 Privacy and security concerns associated with cloud-based text-to-speech
technology

5.2.3 OPPORTUNITIES

FIGURE 24 TEXT-TO-SPEECH MARKET: IMPACT ANALYSIS OF OPPORTUNITIES

5.2.3.1 Integration of speech recognition technology with robotics

5.2.3.2 Growing inclination toward cloud-based deployment mode

5.2.3.3 Integration of text-to-speech technology into autonomous vehicles

5.2.4 CHALLENGES

FIGURE 25 TEXT-TO-SPEECH MARKET: IMPACT ANALYSIS OF CHALLENGES

5.2.4.1 Creation of generic acoustic database to cover language variations

5.2.4.2 Growing cybercrime, data privacy, and ethical considerations

5.3 VALUE CHAIN ANALYSIS

FIGURE 26 TEXT-TO-SPEECH MARKET: VALUE CHAIN ANALYSIS

5.4 ECOSYSTEM/MARKET MAP

FIGURE 27 ECOSYSTEM ANALYSIS

FIGURE 28 ROLE OF PARTICIPANTS IN ECOSYSTEM

5.5 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 29 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

5.6 PRICING ANALYSIS

5.6.1 AVERAGE SELLING PRICE TREND OF TEXT-TO-SPEECH SERVICES OFFERED BY KEY PLAYERS

FIGURE 30 AVERAGE SELLING PRICE TREND OF TEXT-TO-SPEECH SERVICES OFFERED BY KEY PLAYERS, 2023

TABLE 1 AVERAGE SELLING PRICE TREND OF TEXT-TO-SPEECH SERVICES OFFERED BY KEY PLAYERS (USD/MONTH)

5.6.2 AVERAGE SELLING PRICE TREND OF TEXT-TO-SPEECH SERVICES, BY VERTICAL

FIGURE 31 AVERAGE SELLING PRICE TREND OF TEXT-TO-SPEECH SERVICES, BY VERTICAL, 2020–2023 (USD/MILLION CHARACTERS)

5.6.3 AVERAGE SELLING PRICE TREND OF TEXT-TO-SPEECH SERVICES, BY REGION

FIGURE 32 AVERAGE SELLING PRICE TREND OF TEXT-TO-SPEECH SERVICES, BY REGION (USD/MILLION CHARACTERS)

5.7 TECHNOLOGY ANALYSIS

5.7.1 COMPLIMENTARY TECHNOLOGIES

5.7.1.1 AI-driven text-to-speech software

5.7.1.2 Multilingual text-to-speech systems

5.7.1.3 Neural text-to-speech technology

5.8 PORTER'S FIVE FORCES ANALYSIS

TABLE 2 TEXT-TO-SPEECH MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 33 TEXT-TO-SPEECH MARKET: PORTER'S FIVE FORCES ANALYSIS

5.8.1 THREAT OF NEW ENTRANTS

5.8.2 THREAT OF SUBSTITUTES

5.8.3 BARGAINING POWER OF SUPPLIERS

5.8.4 BARGAINING POWER OF BUYERS

5.8.5 INTENSITY OF COMPETITIVE RIVALRY

5.9 KEY STAKEHOLDERS AND BUYING CRITERIA

5.9.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 34 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

TABLE 3 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS (%)

5.9.2 BUYING CRITERIA

FIGURE 35 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 4 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

5.10 CASE STUDY ANALYSIS

5.10.1 YAPI KREDI INTRODUCED VOICE-ENABLED ATMS FOR PEOPLE WITH DISABILITIES UTILIZING SESTEK'S TECHNOLOGY

5.10.2 NEW MEXICO STATE TRANSFORMED TRAINING MODULES WITH COLOSSYAN'S AI-POWERED PLATFORM

5.10.3 CYBER INC. USED SYNTHESIA TO SCALE TRAINING VIDEOS AND EXPAND PRESENCE TO NEW MARKETS

5.10.4 GATWICK AIRPORT ENHANCED CUSTOMER SERVICE WITH CEREPROC'S TTS SYSTEM

5.10.5 BRACKEN IMPROVED E-LEARNING PLATFORM BY DEPLOYING NEOSPEECH'S TEXT-TO-SPEECH SOLUTION

5.11 TRADE ANALYSIS

5.11.1 IMPORT SCENARIO

FIGURE 36 IMPORT DATA, BY COUNTRY, 2018–2022 (USD MILLION)

5.11.2 EXPORT SCENARIO

FIGURE 37 EXPORT DATA, BY COUNTRY, 2018–2022 (USD MILLION)

5.12 PATENT ANALYSIS

TABLE 5 TEXT-TO-SPEECH MARKET: LIST OF PATENTS, 2019–2023

FIGURE 38 NUMBER OF PATENTS GRANTED WORLDWIDE PERTAINING TO TEXT-TO-SPEECH TECHNOLOGY, 2013–2023

TABLE 6 TOP 20 PATENT OWNERS IN TEXT-TO-SPEECH MARKET, 2013–2023

FIGURE 39 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS RELATED TO TEXT-TO-SPEECH TECHNOLOGY, 2013–2023

5.13 KEY CONFERENCES AND EVENTS

TABLE 7 TEXT-TO-SPEECH MARKET: LIST OF CONFERENCES AND EVENTS, 2023–2024

5.14 TARIFF, STANDARDS, AND REGULATORY LANDSCAPE

5.14.1 TARIFF

TABLE 8 MFN TARIFF FOR HS CODE 851989-COMPLIANT PRODUCTS EXPORTED BY US

TABLE 9 MFN TARIFF FOR HS CODE 851989-COMPLIANT PRODUCTS EXPORTED BY CHINA

5.14.2 REGULATIONS

5.14.2.1 Regulatory bodies, government agencies, and other organizations

TABLE 10 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND

OTHER ORGANIZATIONS

TABLE 12 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 13 ROW: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.14.2.2 Regulations

5.14.2.2.1 Americans with Disabilities Act

5.14.2.2.2 Office of Communications

5.14.2.2.3 Polish Civil Code

5.14.2.2.4 Federal Communications Commission

5.14.2.2.5 General Data Protection Regulation

5.14.3 STANDARDS

TABLE 14 TEXT-TO-SPEECH: CODES AND STANDARDS

6 SOLUTIONS OFFERED IN TEXT-TO-SPEECH MARKET

6.1 INTRODUCTION

6.2 ACCESSIBILITY SOLUTIONS

6.3 VOICE-BASED AI

7 TEXT-TO-SPEECH MARKET, BY OFFERING

7.1 INTRODUCTION

FIGURE 40 SERVICES TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 15 TEXT-TO-SPEECH MARKET, BY OFFERING, 2020–2023 (USD MILLION)

TABLE 16 TEXT-TO-SPEECH MARKET, BY OFFERING, 2024–2029 (USD MILLION)

7.2 SOFTWARE

7.2.1 ADVANCEMENTS IN NLP ALGORITHMS AND MULTILINGUAL CAPABILITIES OF TEXT-TO-SPEECH PRODUCTS TO FUEL MARKET GROWTH

7.3 SERVICES

TABLE 17 SERVICES: TEXT-TO-SPEECH MARKET, BY TYPE, 2020–2023 (USD MILLION)

TABLE 18 SERVICES: TEXT-TO-SPEECH MARKET, BY TYPE, 2024–2029 (USD MILLION)

7.3.1 SOFTWARE-AS-A-SERVICE (SAAS)

7.3.1.1 Scalability and adaptability benefits offered by SaaS to drive market

7.3.2 SUPPORT, IMPLEMENTATION & CONSULTING

7.3.2.1 Technicalities involved in implementing text-to-speech to boost demand

8 TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE

8.1 INTRODUCTION

FIGURE 41 CLOUD-BASED DEPLOYMENT MODE TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 19 TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2020–2023 (USD MILLION)

TABLE 20 TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

8.2 ON-PREMISES

8.2.1 INCREASING DEMAND FOR DATA PRIVACY AND SECURITY IN DATA-SENSITIVE ORGANIZATIONS TO FOSTER SEGMENTAL GROWTH

TABLE 21 ON-PREMISES: TEXT-TO-SPEECH MARKET, BY ORGANIZATION SIZE, 2020–2023 (USD MILLION)

TABLE 22 ON-PREMISES: TEXT-TO-SPEECH MARKET, BY ORGANIZATION SIZE, 2024–2029 (USD MILLION)

TABLE 23 ON-PREMISES: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 24 ON-PREMISES: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

TABLE 25 ON-PREMISES: TEXT-TO-SPEECH MARKET IN NORTH AMERICA, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 26 ON-PREMISES: TEXT-TO-SPEECH MARKET IN NORTH AMERICA, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 27 ON-PREMISES: TEXT-TO-SPEECH MARKET IN EUROPE, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 28 ON-PREMISES: TEXT-TO-SPEECH MARKET IN EUROPE, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 29 ON-PREMISES: TEXT-TO-SPEECH MARKET IN ASIA PACIFIC, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 30 ON-PREMISES: TEXT-TO-SPEECH MARKET IN ASIA PACIFIC, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 31 ON-PREMISES: TEXT-TO-SPEECH MARKET IN ROW, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 32 ON-PREMISES: TEXT-TO-SPEECH MARKET IN ROW, BY COUNTRY, 2024–2029 (USD MILLION)

8.3 CLOUD-BASED

8.3.1 RISING USE OF CLOUD-BASED AND AI-DRIVEN APPLICATIONS TO CONTRIBUTE TO SEGMENTAL GROWTH

TABLE 33 CLOUD-BASED: TEXT-TO-SPEECH MARKET, BY ORGANIZATION SIZE, 2020–2023 (USD MILLION)

TABLE 34 CLOUD-BASED: TEXT-TO-SPEECH MARKET, BY ORGANIZATION SIZE, 2024–2029 (USD MILLION)

TABLE 35 CLOUD-BASED: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 36 CLOUD-BASED: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

TABLE 37 CLOUD-BASED: TEXT-TO-SPEECH MARKET IN NORTH AMERICA, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 38 CLOUD-BASED: TEXT-TO-SPEECH MARKET IN NORTH AMERICA, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 39 CLOUD-BASED: TEXT-TO-SPEECH MARKET IN EUROPE, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 40 CLOUD-BASED: TEXT-TO-SPEECH MARKET IN EUROPE, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 41 CLOUD-BASED: TEXT-TO-SPEECH MARKET IN ASIA PACIFIC, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 42 CLOUD-BASED: TEXT-TO-SPEECH MARKET IN ASIA PACIFIC, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 43 CLOUD-BASED: TEXT-TO-SPEECH MARKET IN ROW, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 44 CLOUD-BASED: TEXT-TO-SPEECH MARKET IN ROW, BY COUNTRY, 2024–2029 (USD MILLION)

9 TEXT-TO-SPEECH MARKET, BY VOICE TYPE

9.1 INTRODUCTION

FIGURE 42 NEURAL & CUSTOM VOICE TYPE TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 45 TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2020–2023 (USD MILLION)

TABLE 46 TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2024–2029 (USD MILLION)

9.2 NEURAL & CUSTOM

9.2.1 ABILITY TO OFFER UNIQUE CUSTOM VOICE PERSONAS AND LIFELIKE SPEECH SYNTHESIS TO DRIVE MARKET

TABLE 47 NEURAL & CUSTOM: TEXT-TO-SPEECH MARKET, BY LANGUAGE, 2020–2023 (USD MILLION)

TABLE 48 NEURAL & CUSTOM: TEXT-TO-SPEECH MARKET, BY LANGUAGE, 2024–2029 (USD MILLION)

9.3 NON-NEURAL

9.3.1 SWIFT RESPONSES AND REAL-TIME TEXT-TO-SPEECH CONVERSIONS TO PROPEL SEGMENTAL GROWTH

TABLE 49 NON-NEURAL: TEXT-TO-SPEECH MARKET, BY LANGUAGE, 2020–2023 (USD MILLION)

TABLE 50 NON-NEURAL: TEXT-TO-SPEECH MARKET, BY LANGUAGE, 2024–2029 (USD MILLION)

10 TEXT-TO-SPEECH MARKET, BY ORGANIZATION SIZE

10.1 INTRODUCTION

FIGURE 43 SMES TO RECORD HIGHER CAGR DURING FORECAST PERIOD

TABLE 51 TEXT-TO-SPEECH MARKET, BY ORGANIZATION SIZE, 2020–2023 (USD MILLION)

TABLE 52 TEXT-TO-SPEECH MARKET, BY ORGANIZATION SIZE, 2024–2029 (USD MILLION)

10.2 SMES

10.2.1 NEED TO BOOST ONLINE PRESENCE BY CREATING ENGAGING CONTENT FOR DIGITAL PLATFORMS TO DRIVE DEMAND

TABLE 53 SMES: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2020–2023 (USD MILLION)

TABLE 54 SMES: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

10.3 LARGE ENTERPRISES

10.3.1 NEED FOR MULTILINGUAL SUPPORT FOR CONSISTENT COMMUNICATION BETWEEN EMPLOYEES FROM DIVERSE BACKGROUNDS TO FUEL MARKET GROWTH

TABLE 55 LARGE ENTERPRISES: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2020–2023 (USD MILLION)

TABLE 56 LARGE ENTERPRISES: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

11 TEXT-TO-SPEECH MARKET, BY LANGUAGE

11.1 INTRODUCTION

FIGURE 44 SPANISH LANGUAGE TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 57 TEXT-TO-SPEECH MARKET, BY LANGUAGE, 2020–2023 (USD MILLION)

TABLE 58 TEXT-TO-SPEECH MARKET, BY LANGUAGE, 2024–2029 (USD MILLION)

11.2 ENGLISH

11.2.1 EASE OF LEARNING ENGLISH AND GLOBAL APPLICATIONS TO DRIVE SEGMENTAL GROWTH

TABLE 59 ENGLISH: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2020–2023 (USD MILLION)

TABLE 60 ENGLISH: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2024–2029 (USD MILLION)

11.3 MANDARIN CHINESE

11.3.1 INCREASING DEMAND FOR ADVANCED TECHNOLOGIES AND NATURAL LANGUAGE PROCESSING IN CHINA TO FUEL SEGMENTAL GROWTH

TABLE 61 MANDARIN CHINESE: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2020–2023 (USD MILLION)

TABLE 62 MANDARIN CHINESE: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2024–2029 (USD MILLION)

11.4 HINDI

11.4.1 RISING USE OF SMARTPHONES AND INTERNET PENETRATION IN INDIA TO BOOST SEGMENTAL GROWTH

TABLE 63 HINDI: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2020–2023 (USD MILLION)

TABLE 64 HINDI: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2024–2029 (USD MILLION)

11.5 ARABIC

11.5.1 RAPID DIGITAL TRANSFORMATION ACROSS ARABIC-SPEAKING REGIONS TO PROPEL SEGMENTAL GROWTH

TABLE 65 ARABIC: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2020–2023 (USD MILLION)

TABLE 66 ARABIC: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2024–2029 (USD MILLION)

11.6 SPANISH

11.6.1 INCREASING POPULATION AND ECONOMIC SUCCESS IN SPANISH-SPEAKING COUNTRIES TO CONTRIBUTE TO SEGMENTAL GROWTH

TABLE 67 SPANISH: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2020–2023 (USD MILLION)

TABLE 68 SPANISH: TEXT-TO-SPEECH MARKET, BY VOICE TYPE, 2024–2029 (USD MILLION)

11.7 OTHER LANGUAGES

TABLE 69 OTHER LANGUAGES: TEXT-TO-SPEECH MARKET, BY VOICE TYPE,

2020–2023 (USD MILLION)

TABLE 70 OTHER LANGUAGES: TEXT-TO-SPEECH MARKET, BY VOICE TYPE,
2024–2029 (USD MILLION)

12 TEXT-TO-SPEECH MARKET, BY VERTICAL

12.1 INTRODUCTION

FIGURE 45 CONSUMER ELECTRONICS VERTICAL TO HOLD LARGEST MARKET
SHARE IN 2029

TABLE 71 TEXT-TO-SPEECH MARKET, BY VERTICAL, 2020–2023 (USD MILLION)

TABLE 72 TEXT-TO-SPEECH MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

12.2 CONSUMER ELECTRONICS

12.2.1 NEED FOR MORE INTUITIVE AND USER-FRIENDLY INTERFACES TO
DRIVE MARKET

TABLE 73 CONSUMER ELECTRONICS: TEXT-TO-SPEECH MARKET, BY REGION,
2020–2023 (USD MILLION)

TABLE 74 CONSUMER ELECTRONICS: TEXT-TO-SPEECH MARKET, BY REGION,
2024–2029 (USD MILLION)

12.3 AUTOMOTIVE & TRANSPORTATION

12.3.1 NEED FOR SMARTER, VOICE-ACTIVATED VEHICLES TO ENHANCE
DRIVER SAFETY AND OVERALL EXPERIENCE TO FUEL MARKET GROWTH

TABLE 75 AUTOMOTIVE & TRANSPORTATION: TEXT-TO-SPEECH MARKET, BY
REGION, 2020–2023 (USD MILLION)

TABLE 76 AUTOMOTIVE & TRANSPORTATION: TEXT-TO-SPEECH MARKET, BY
REGION, 2024–2029 (USD MILLION)

12.4 HEALTHCARE

12.4.1 FOCUS ON PROVIDING PATIENT-CENTRIC HEALTHCARE EXPERIENCE
AND STREAMLINING WORKFLOW AT HOSPITALS TO BOOST MARKET GROWTH

TABLE 77 HEALTHCARE: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023
(USD MILLION)

TABLE 78 HEALTHCARE: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029
(USD MILLION)

12.5 EDUCATION

12.5.1 SUBSTANTIAL BENEFITS FOR LEARNERS WITH VISUAL IMPAIRMENT
AND LANGUAGE CHALLENGES TO DRIVE MARKET

TABLE 79 EDUCATION: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD
MILLION)

TABLE 80 EDUCATION: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD
MILLION)

12.6 BFSI

12.6.1 PERSONALIZED AND HANDS-FREE CUSTOMER EXPERIENCE AND FRAUD DETECTION FEATURES TO CONTRIBUTE TO MARKET GROWTH

TABLE 81 BFSI: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 82 BFSI: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

12.7 RETAIL

12.7.1 PERSONALIZED ONLINE SHOPPING EXPERIENCE LEADING TO INCREASED CUSTOMER SATISFACTION TO AUGMENT MARKET GROWTH

TABLE 83 RETAIL: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 84 RETAIL: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

12.8 ENTERPRISES

12.8.1 IMPROVED BUSINESS PERFORMANCE AND EFFECTIVENESS IN EMERGENCY ALERT SYSTEMS TO PROPEL MARKET

TABLE 85 ENTERPRISES: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 86 ENTERPRISES: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

12.9 HOSPITALITY

12.9.1 RISING IMPLEMENTATION OF VOICE-BASED SEARCH IN ONLINE PORTALS TO ENHANCE TRAVEL MARKETING TO DRIVE MARKET

TABLE 87 HOSPITALITY: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 88 HOSPITALITY: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

12.10 OTHER VERTICALS

TABLE 89 OTHER VERTICALS: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 90 OTHER VERTICALS: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

13 TEXT-TO-SPEECH MARKET, BY REGION

13.1 INTRODUCTION

FIGURE 46 ASIA PACIFIC TO RECORD HIGHEST CAGR IN TEXT-TO-SPEECH MARKET DURING FORECAST PERIOD

TABLE 91 TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 92 TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

13.2 NORTH AMERICA

FIGURE 47 NORTH AMERICA: TEXT-TO-SPEECH MARKET SNAPSHOT

TABLE 93 NORTH AMERICA: TEXT-TO-SPEECH MARKET, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 94 NORTH AMERICA: TEXT-TO-SPEECH MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 95 NORTH AMERICA: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2020–2023 (USD MILLION)

TABLE 96 NORTH AMERICA: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

TABLE 97 NORTH AMERICA: TEXT-TO-SPEECH MARKET, BY VERTICAL, 2020–2023 (USD MILLION)

TABLE 98 NORTH AMERICA: TEXT-TO-SPEECH MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

13.2.1 US

13.2.1.1 Increasing adoption of text-to-speech and voice recognition technologies by major corporations to fuel market growth

13.2.2 CANADA

13.2.2.1 Commitment to providing accessible multilingual services across different sectors to drive market

13.2.3 MEXICO

13.2.3.1 Integration of text-to-speech technology into navigation and in-car entertainment systems to propel market

13.2.4 IMPACT OF RECESSION ON TEXT-TO-SPEECH MARKET IN NORTH AMERICA

13.3 EUROPE

FIGURE 48 EUROPE: TEXT-TO-SPEECH MARKET SNAPSHOT

TABLE 99 EUROPE: TEXT-TO-SPEECH MARKET, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 100 EUROPE: TEXT-TO-SPEECH MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 101 EUROPE: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2020–2023 (USD MILLION)

TABLE 102 EUROPE: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

TABLE 103 EUROPE: TEXT-TO-SPEECH MARKET, BY VERTICAL, 2020–2023 (USD MILLION)

TABLE 104 EUROPE: TEXT-TO-SPEECH MARKET, BY VERTICAL, 2024–2029 (USD MILLION)**13.3.1 GERMANY**

13.3.1.1 Growing demand for natural and context-aware voice interactions to fuel market growth

13.3.2 UK

13.3.2.1 Embracing digital economy and innovative technologies backed by government initiatives to drive market

13.3.3 ITALY

13.3.3.1 Rising popularity of virtual assistants and navigation systems to foster market growth

13.3.4 FRANCE

13.3.4.1 Surge in initiatives promoting digital transformation to boost market growth

13.3.5 SPAIN

13.3.5.1 Rising integration of text-to-speech solutions with smart devices and virtual assistants to fuel market growth

13.3.6 REST OF EUROPE**13.3.7 IMPACT OF RECESSION ON TEXT-TO-SPEECH MARKET IN EUROPE****13.4 ASIA PACIFIC****FIGURE 49 ASIA PACIFIC: TEXT-TO-SPEECH MARKET SNAPSHOT****TABLE 105 ASIA PACIFIC: TEXT-TO-SPEECH MARKET, BY COUNTRY, 2020–2023 (USD MILLION)****TABLE 106 ASIA PACIFIC: TEXT-TO-SPEECH MARKET, BY COUNTRY, 2024–2029 (USD MILLION)****TABLE 107 ASIA PACIFIC: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2020–2023 (USD MILLION)****TABLE 108 ASIA PACIFIC: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)****TABLE 109 ASIA PACIFIC: TEXT-TO-SPEECH MARKET, BY VERTICAL, 2020–2023 (USD MILLION)****TABLE 110 ASIA PACIFIC: TEXT-TO-SPEECH MARKET, BY VERTICAL, 2024–2029 (USD MILLION)****13.4.1 CHINA**

13.4.1.1 Booming digital landscape and population growth to drive market

13.4.2 JAPAN

13.4.2.1 Rising adoption of text-to-speech technology to enhance user interfaces and create immersive experiences to contribute to market growth

13.4.3 SOUTH KOREA

13.4.3.1 Integration of text-to-speech technology with consumer electronics to foster

market growth

13.4.4 INDIA

13.4.4.1 Higher linguistic diversity and rapid digital transformation to boost market growth

13.4.5 REST OF ASIA PACIFIC

13.4.6 IMPACT OF RECESSION ON TEXT-TO-SPEECH MARKET IN ASIA PACIFIC

13.5 ROW

TABLE 111 ROW: TEXT-TO-SPEECH MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 112 ROW: TEXT-TO-SPEECH MARKET, BY REGION, 2024–2029 (USD MILLION)

TABLE 113 ROW: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2020–2023 (USD MILLION)

TABLE 114 ROW: TEXT-TO-SPEECH MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

TABLE 115 ROW: TEXT-TO-SPEECH MARKET, BY VERTICAL, 2020–2023 (USD MILLION)

TABLE 116 ROW: TEXT-TO-SPEECH MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

13.5.1 SOUTH AMERICA

13.5.1.1 Growing demand from consumer electronics industry and enterprises to support market growth

13.5.2 MIDDLE EAST & AFRICA

13.5.2.1 Rising demand for digital accessibility and Arabic language support in text-to-speech solutions to drive market

13.5.3 IMPACT OF RECESSION ON TEXT-TO-SPEECH MARKET IN ROW

14 COMPETITIVE LANDSCAPE

14.1 OVERVIEW

14.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 117 TEXT-TO-SPEECH MARKET: OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS, 2020–2023

14.2.1 PRODUCT/SERVICE PORTFOLIO

14.2.2 REGIONAL FOCUS

14.2.3 ORGANIC/INORGANIC GROWTH STRATEGIES

14.3 MARKET SHARE ANALYSIS

FIGURE 50 MARKET SHARE ANALYSIS OF KEY PLAYERS, 2023

TABLE 118 TEXT-TO-SPEECH MARKET SHARE ANALYSIS, 2023

14.4 FIVE-YEAR COMPANY REVENUE ANALYSIS

FIGURE 51 REVENUE ANALYSIS OF KEY PLAYERS, 2018–2022

14.5 COMPANY EVALUATION MATRIX

14.5.1 STARS

14.5.2 EMERGING LEADERS

14.5.3 PERVASIVE PLAYERS

14.5.4 PARTICIPANTS

FIGURE 52 TEXT-TO-SPEECH MARKET: COMPANY EVALUATION MATRIX, 2023

14.5.5 COMPANY FOOTPRINT

TABLE 119 COMPANY FOOTPRINT, BY OFFERING

TABLE 120 COMPANY FOOTPRINT, BY DEPLOYMENT MODE

TABLE 121 COMPANY FOOTPRINT, BY VERTICAL

TABLE 122 COMPANY FOOTPRINT, BY REGION

TABLE 123 OVERALL COMPANY FOOTPRINT

14.6 START-UPS/SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) EVALUATION MATRIX

14.6.1 PROGRESSIVE COMPANIES

14.6.2 RESPONSIVE COMPANIES

14.6.3 DYNAMIC COMPANIES

14.6.4 STARTING BLOCKS

FIGURE 53 TEXT-TO-SPEECH MARKET: START-UPS/SMES EVALUATION MATRIX,
2023

14.6.5 COMPETITIVE BENCHMARKING

TABLE 124 TEXT-TO-SPEECH MARKET: LIST OF KEY START-UPS/SMES

TABLE 125 START-UPS/SMES FOOTPRINT, BY OFFERING

TABLE 126 START-UPS/SMES FOOTPRINT, BY DEPLOYMENT MODE

TABLE 127 START-UPS/SMES FOOTPRINT, BY VERTICAL

TABLE 128 START-UPS/SMES FOOTPRINT, BY REGION

14.7 COMPETITIVE SCENARIOS AND TRENDS

14.7.1 PRODUCT LAUNCHES

TABLE 129 TEXT-TO-SPEECH MARKET: PRODUCT LAUNCHES, 2019–2023

14.7.2 DEALS

TABLE 130 TEXT-TO-SPEECH MARKET: DEALS, 2020–2023

15 COMPANY PROFILES

(Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))*

15.1 INTRODUCTION

15.2 KEY PLAYERS

15.2.1 IBM

TABLE 131 IBM: BUSINESS OVERVIEW

FIGURE 54 IBM: COMPANY SNAPSHOT

TABLE 132 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 133 IBM: PRODUCT LAUNCHES

TABLE 134 IBM: DEALS

15.2.2 MICROSOFT

TABLE 135 MICROSOFT: BUSINESS OVERVIEW

FIGURE 55 MICROSOFT: COMPANY SNAPSHOT

TABLE 136 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 137 MICROSOFT: PRODUCT LAUNCHES

TABLE 138 MICROSOFT: DEALS

15.2.3 AMAZON.COM, INC.

TABLE 139 AMAZON.COM, INC.: BUSINESS OVERVIEW

FIGURE 56 AMAZON.COM, INC.: COMPANY SNAPSHOT

TABLE 140 AMAZON.COM, INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 141 AMAZON.COM, INC.: PRODUCT LAUNCHES

15.2.4 GOOGLE

TABLE 142 GOOGLE: BUSINESS OVERVIEW

FIGURE 57 GOOGLE: COMPANY SNAPSHOT

TABLE 143 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 144 GOOGLE: PRODUCT LAUNCHES

15.2.5 BAIDU, INC.

TABLE 145 BAIDU, INC.: BUSINESS OVERVIEW

FIGURE 58 BAIDU, INC.: COMPANY SNAPSHOT

TABLE 146 BAIDU, INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 147 BAIDU, INC.: PRODUCT LAUNCHES

15.2.6 CEREPROC LTD.

TABLE 148 CEREPROC LTD.: BUSINESS OVERVIEW

TABLE 149 CEREPROC LTD.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 150 CEREPROC LTD.: PRODUCT LAUNCHES

TABLE 151 CEREPROC LTD.: DEALS

15.2.7 SENSORY INC.

TABLE 152 SENSORY INC.: BUSINESS OVERVIEW

TABLE 153 SENSORY INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 154 SENSORY INC.: PRODUCT LAUNCHES

TABLE 155 SENSORY INC.: DEALS

15.2.8 IFLYTEK CORPORATION

TABLE 156 IFLYTEK CORPORATION: BUSINESS OVERVIEW

FIGURE 59 IFLYTEK CORPORATION: COMPANY SNAPSHOT

TABLE 157 IFLYTEK CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 158 IFLYTEK CORPORATION: PRODUCT LAUNCHES

15.2.9 READSPEAKER B.V.

TABLE 159 READSPEAKER B.V.: BUSINESS OVERVIEW

TABLE 160 READSPEAKER B.V.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 161 READSPEAKER B.V.: PRODUCT LAUNCHES

TABLE 162 READSPEAKER B.V.: DEALS

15.2.10 SESTEK

TABLE 163 SESTEK: BUSINESS OVERVIEW

TABLE 164 SESTEK: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 165 SESTEK: PRODUCT LAUNCHES

15.3 OTHER PLAYERS

15.3.1 LUMENVOX

15.3.2 ACAPELA GROUP

15.3.3 NEXTUP TECHNOLOGIES, LLC

15.3.4 TEXTSPEAK CORPORATION

15.3.5 VONAGE AMERICA, LLC

15.3.6 ELEVENLABS

15.3.7 RESEMBLE AI

15.3.8 LOVO, INC.

15.3.9 DEEPBRAIN AI

15.3.10 SYNTHESIA LIMITED

15.3.11 HEYGEN

15.3.12 COLOSSYAN INC.

15.3.13 MURF.AI

15.3.14 NUANCE COMMUNICATIONS, INC.

15.3.15 ISPEECH, INC.

*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

16 APPENDIX

16.1 DISCUSSION GUIDE

- 16.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 16.3 CUSTOMIZATION OPTIONS
- 16.4 RELATED REPORTS
- 16.5 AUTHOR DETAILS

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