

# **North America Text Analytics (By Solutions(Competitive Intelligence, Fraud Detection, Text Analytics Software, Natural Language Processing, Enterprise Feedback Management, Keyword Indexing, Linguistic Analysis))-Market Size And Forecast (2014-2019)**

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## **Abstracts**

The North America Text Analytics market is estimated to grow at a CAGR of 19.3% from 2014-2019. Although, U.S. holds the largest share in North America Text Analytics market, Canada is expected to grow considerably. The growth of text analytics market in this region is driven by technological advancements and the urge of getting useful data from the big data available on web. However, text analytics is time consuming when it comes to searching for specific information pertaining to a particular word. Moreover, emerging economies such as the U.S. and Canada are creating growth opportunities for the North America text analytics solutions.

North America Text Analytics market is segmented and forecast on the basis of submarkets such as data analysis applications, enterprise applications, search-based applications, web-based and software applications and others. The North America text analytics market is also segmented on the basis of major countries in this region such as the U.S., Canada and Mexico.

North America commanded a share of 38.7% in 2014 of the global text analytics market. U.S. held a share of 77.2% of the overall North America text analytics market in 2014.

As of 2014, the North America Text Analytics market is estimated to be dominated by IBM (U.S.), Microsoft Business Division (U.S.), Dummy Oracle Services (U.S.) New

product launches, partnerships, acquisitions and collaborations are the major strategies adopted by the most of the players to achieve growth in the North America text analytics market.

#### Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the North America text Analytics market, high-growth countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report also provides information on established companies as well as new entrants/smaller firms along with the market share. Also, the strategies adopted by the companies such as (market penetration, product development/innovation, market development, market diversification, and competitive assessment) have been covered in the report.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on North America text analytics solutions offered by the top 10 players in the North America text analytics market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the North America text analytics market

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various North America text analytics solutions across geographies

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the North America text analytics solutions

**Competitive Assessment:** In-depth assessment of market shares, strategies,

products, and manufacturing capabilities of leading players in North America text analytics market

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 INTEGRATED ECOSYSTEM OF TEXT ANALYTICS MARKET
- 2.2 ARRIVING AT THE TEXT ANALYTICS MARKET SIZE
  - 2.2.1 BOTTOM-UP APPROACH
  - 2.2.2 DEMAND SIDE APPROACH
  - 2.2.3 MACRO INDICATORS
- 2.3 ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 MARKET OVERVIEW**

- 4.1 INTRODUCTION
- 4.2 NORTH AMERICA TEXT ANALYTICS MARKET: COMPARISON WITH PARENT MARKET
- 4.3 MARKET DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS
- 4.5 DEMAND SIDE ANALYSIS

### **5 TEXT ANALYTICS MARKET, BY VERTICAL**

- 5.1 INTRODUCTION
- 5.2 DEMAND SIDE ANALYSIS
  - 5.2.1 RETAIL & WHOLESALE
  - 5.2.2 MANUFACTURING
  - 5.2.3 HEALTHCARE & LIFE SCIENCES
  - 5.2.4 MEDIA & ENTERTAINMENT
  - 5.2.5 ADVERTISING
  - 5.2.6 BFSI
- 5.3 NORTH AMERICA TEXT ANALYTICS MARKET IN RETAIL & WHOLESALE, BY

## COUNTRY

5.4 NORTH AMERICA TEXT ANALYTICS MARKET IN MANUFACTURING, BY COUNTRY

5.5 NORTH AMERICA TEXT ANALYTICS MARKET IN HEALTHCARE & LIFE SCIENCES, BY COUNTRY

5.6 NORTH AMERICA TEXT ANALYTICS MARKET IN MEDIA & ENTERTAINMENT, BY COUNTRY

5.7 NORTH AMERICA TEXT ANALYTICS MARKET IN ADVERTISING, BY COUNTRY

5.8 NORTH AMERICA TEXT ANALYTICS MARKET IN BFSI, BY COUNTRY

5.9 SNEAK VIEW: NORTH AMERICA ANALYTICS MARKET, BY VERTICAL IN 2014

## **6 TEXT ANALYTICS MARKET, BY TYPE**

6.1 INTRODUCTION

6.2 NORTH AMERICA TEXT ANALYTICS MARKET, TYPE COMPARISON WITH ANALYTICS MARKET

6.3 NORTH AMERICA TEXT ANALYTICS SOLUTION MARKET, BY GEOGRAPHY

6.4 NORTH AMERICA TEXT ANALYTICS SERVICE MARKET, BY GEOGRAPHY

## **7 TEXT ANALYTICS MARKET, BY GEOGRAPHY**

7.1 INTRODUCTION

7.2 U.S. TEXT ANALYTICS MARKET

7.2.1 U.S. TEXT ANALYTICS MARKET, BY VERTICAL

7.2.2 U.S. TEXT ANALYTICS MARKET, BY TYPE

7.3 CANADA TEXT ANALYTICS MARKET

7.3.1 CANADA TEXT ANALYTICS MARKET, BY VERTICAL

7.3.2 CANADA TEXT ANALYTICS MARKET, BY TYPE

7.4 MEXICO TEXT ANALYTICS MARKET

7.4.1 MEXICO TEXT ANALYTICS MARKET, BY APPLICATION

7.4.2 MEXICO TEXT ANALYTICS MARKET, BY TYPE

## **8 TEXT ANALYTICS MARKET: COMPETITIVE LANDSCAPE**

8.1 TEXT ANALYTICS MARKET: COMPANY SHARE ANALYSIS

8.2 COMPANY PRESENCE IN TEXT ANALYTICS MARKET, BY VERTICAL

8.3 MERGERS & ACQUISITIONS

8.4 EXPANSIONS

8.5 INVESTMENTS

## 8.6 JOINT VENTURES

## 9 TEXT ANALYTICS MARKET, BY COMPANY

(Overview, Financials, Products & Services, Strategy, and Developments)\*

### 9.1 IBM

### 9.2 MICROSOFT

### 9.3 ORACLE

### 9.4 SAP

### 9.5 SAS

\*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

## 10 APPENDIX

### 10.1 CUSTOMIZATION OPTIONS

#### 10.1.1 TEXT ANALYTICS APPLICATIONS:

#### 10.1.2 LOW-COST SOURCING LOCATIONS

#### 10.1.3 REGULATORY FRAMEWORK

#### 10.1.4 TEXT ANALYTICS: APPLICATIONS & TYPES DATA

#### 10.1.5 IMPACT ANALYSIS

#### 10.1.6 TEXT ANALYTICS VERTICAL ANALYSIS

#### 10.1.7 HISTORICAL DATA AND TRENDS

### 10.2 RELATED REPORTS

### 10.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

#### 10.3.1 RT SNAPSHOTS

## List Of Tables

### LIST OF TABLES

Table 1 NORTH AMERICA VERTICAL MARKET BY VALUE, 2014 (USD MN)

Table 2 NORTH AMERICA TEXT ANALYTICS MARKET: MACRO INDICATORS, BY COUNTRY, 2014 (USD MN)

Table 3 NORTH AMERICA TEXT ANALYTICS MARKET: COMPARISON WITH PARENT MARKET, 2013 – 2019 (USD MN)

Table 4 NORTH AMERICA TEXT ANALYTICS MARKET: DRIVERS AND INHIBITORS

Table 5 NORTH AMERICA TEXT ANALYTICS MARKET, BY VERTICAL, 2013 - 2019 (USD MN)

Table 6 NORTH AMERICA TEXT ANALYTICS MARKET, BY TYPE, BY GEOGRAPHY, 2014 - 2019 (USD MN)

Table 7 NORTH AMERICA TEXT ANALYTICS MARKET: COMPARISON WITH VERTICAL MARKET, 2013 - 2019 (USD MN)

Table 8 NORTH AMERICA TEXT ANALYTICS MARKET, BY VERTICAL, 2013-2019 (USD MN)

Table 9 RETAIL & WHOLESALE

Table 10 MANUFACTURING

Table 11 HEALTHCARE & LIFE SCIENCES

Table 12 MEDIA & ENTERTAINMENT

Table 13 ADVERTISING

Table 14 BFSI

Table 15 NORTH AMERICA TEXT ANALYTICS IN RETAIL & WHOLESALE, BY COUNTRY, 2013-2019 (USD MN)

Table 16 NORTH AMERICA TEXT ANALYTICS MARKET IN MANUFACTURING, BY COUNTRY, 2013-2019 (USD MN)

Table 17 NORTH AMERICA TEXT ANALYTICS MARKET IN HEALTHCARE & LIFE SCIENCES, BY COUNTRY, 2013-2019 (USD MN)

Table 18 NORTH AMERICA TEXT ANALYTICS MARKET IN MEDIA & ENTERTAINMENT, BY COUNTRY, 2013-2019 (USD MN)

Table 19 NORTH AMERICA TEXT ANALYTICS MARKET IN ADVERTISING, BY COUNTRY, 2013-2019 (USD MN)

Table 20 NORTH AMERICA TEXT ANALYTICS MARKET IN BFSI, BY COUNTRY, 2013-2019 (USD MN)

Table 21 NORTH AMERICA TEXT ANALYTICS MARKET, BY VERTICALS (USD, MN)

Table 22 NORTH AMERICA TEXT ANALYTICS MARKET, BY TYPE, 2013 - 2019 (USD MN)

Table 23 NORTH AMERICA TEXT ANALYTICS MARKET: TYPE COMPARISON WITH PARENT MARKET, 2013–2019 (USD MN)

Table 24 NORTH AMERICA TEXT ANALYTICS SOLUTION MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 25 NORTH AMERICA TEXT ANALYTICS SERVICE MARKET, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Table 26 NORTH AMERICA TEXT ANALYTICS MARKET, BY COUNTRY, 2013 - 2019 (USD MN)

Table 27 U.S. TEXT ANALYTICS MARKET, BY VERTICAL, 2013-2019 (USD MN)

Table 28 U.S. TEXT ANALYTICS MARKET, BY TYPE, 2013 - 2019 (USD MN)

Table 29 CANADA TEXT ANALYTICS MARKET, BY VERTICAL, 2013 - 2019 (USD MN)

Table 30 CANADA TEXT ANALYTICS MARKET, BY TYPE, 2013 - 2019 (USD MN)

Table 31 MEXICO TEXT ANALYTICS MARKET, BY APPLICATION, 2013 - 2019 (USD MN)

Table 32 MEXICO TEXT ANALYTICS: MARKET, BY TYPE, 2013 - 2019 (USD MN)

Table 33 TEXT ANALYTICS MARKET: COMPANY SHARE ANALYSIS, 2014 (%)

Table 34 NORTH AMERICA TEXT ANALYTICS MARKET: MERGERS & ACQUISITIONS

Table 35 NORTH AMERICA TEXT ANALYTICS MARKET: EXPANSIONS

Table 36 NORTH AMERICA TEXT ANALYTICS MARKET: INVESTMENTS

Table 37 NORTH AMERICA TEXT ANALYTICS MARKET: JOINT VENTURES

Table 38 GEOGRAPHIC REVENUE MIX, 2010-2014 (USD MN)

Table 39 BUSINESS REVENUE MIX 2010-2014 (USD MN)

Table 40 GEOGRAPHIC REVENUE MIX, 2010-2014 (USD MN)

Table 41 BUSINESS REVENUE MIX 2010-2014 (USD MN)

Table 42 GEOGRAPHIC REVENUE MIX, 2009-2014 (USD MN)

Table 43 BUSINESS REVENUE MIX 2009-2014

Table 44 GEOGRAPHIC REVENUE MIX, 2010-2014 (USD MN)

Table 45 BUSINESS REVENUE MIX, 2010-2014 (USD MN)

Table 46 SAP: KEY FINANCIALS, 2009 - 2013 (USD MN)

## IST OF FIGURES

Figure 1 NORTH AMERICA TEXT ANALYTICS MARKET: SEGMENTATION & COVERAGE

Figure 2 TEXT ANALYTICS MARKET: INTEGRATED ECOSYSTEM

Figure 3 RESEARCH METHODOLOGY

Figure 4 BOTTOM-UP APPROACH

Figure 5 DEMAND SIDE APPROACH

Figure 6 MACRO INDICATOR-BASED APPROACH

Figure 7 NORTH AMERICA TEXT ANALYTICS MARKET SNAPSHOT

Figure 8 TEXT ANALYTICS MARKET: GROWTH ASPECTS

Figure 9 NORTH AMERICA TEXT ANALYTICS MARKET, BY VERTICAL, 2014 VS 2019

Figure 10 NORTH AMERICA TEXT ANALYTICS, BY GEOGRAPHY, 2014 (USD MN)

Figure 11 TEXT ANALYTICS: VERTICAL MARKET SCENARIO

Figure 12 NORTH AMERICA TEXT ANALYTICS MARKET, BY VERTICAL, 2014 - 2019 (USD MN)

Figure 13 NORTH AMERICA TEXT ANALYTICS MARKET IN RETAIL & WHOLESALE, BY COUNTRY, 2013-2019 (USD MN)

Figure 14 NORTH AMERICA TEXT ANALYTICS MARKET IN MANUFACTURING, BY COUNTRY, 2014-2019 (USD MN)

Figure 15 NORTH AMERICA TEXT ANALYTICS MARKET IN HEALTHCARE & LIFE SCIENCES, BY COUNTRY, 2014-2019 (USD MN)

Figure 16 NORTH AMERICA TEXT ANALYTICS MARKET IN MEDIA & ENTERTAINMENT, BY COUNTRY, 2014-2019 (USD MN)

Figure 17 NORTH AMERICA TEXT ANALYTICS MARKET IN ADVERTISING, BY COUNTRY, 2014-2019 (USD MN)

Figure 18 NORTH AMERICA TEXT ANALYTICS MARKET IN BFSI, BY COUNTRY, 2014-2019 (USD MN)

Figure 19 SNEAK VIEW: NORTH AMERICA TEXT ANALYTICS MARKET IN 2014

Figure 20 NORTH AMERICA TEXT ANALYTICS MARKET, BY TYPE, 2014 - 2019 (USD MN)

Figure 21 NORTH AMERICA TEXT ANALYTICS MARKET: TYPE COMPARISON WITH ANALYTICS MARKET, 2013–2019 (USD MN)

Figure 22 NORTH AMERICA TEXT ANALYTICS SOLUTION MARKET, BY GEOGRAPHY, 2014–2019 (USD MN)

Figure 23 NORTH AMERICA TEXT ANALYTICS SERVICE MARKET, BY GEOGRAPHY, 2014 - 2019 (USD MN)

Figure 24 SNEAK VIEW: NORTH AMERICA ANALYTICS MARKET BY TYPE

Figure 25 NORTH AMERICA TEXT ANALYTICS MARKET: GROWTH ANALYSIS, BY COUNTRY, 2014-2019 (USD MN)

Figure 26 U.S. TEXT ANALYTICS MARKET OVERVIEW, 2014 & 2019 (%)

Figure 27 U.S. TEXT ANALYTICS MARKET, BY VERTICAL, 2014-2019 (USD MN)

Figure 28 U.S. TEXT ANALYTICS MARKET: APPLICATION SNAPSHOT

Figure 29 U.S. TEXT ANALYTICS MARKET, BY TYPE, 2014 - 2019 (USD MN)

Figure 30 U.S. TEXT ANALYTICS MARKET SHARE, BY TYPE, 2014-2019 (%)

Figure 31 CANADA TEXT ANALYTICS MARKET OVERVIEW, 2014 & 2019 (%)

Figure 32 CANADA TEXT ANALYTICS MARKET, BY VERTICAL, 2014-2019 (USD MN)

Figure 33 CANADA TEXT ANALYTICS MARKET: APPLICATION SNAPSHOT

Figure 34 CANADA TEXT ANALYTICS MARKET, BY TYPE, 2014 - 2019 (USD MN)

Figure 35 CANADA TEXT ANALYTICS MARKET SHARE, BY TYPE, 2014-2019 (%)

Figure 36 MEXICO TEXT ANALYTICS MARKET OVERVIEW, 2014 & 2019 (%)

Figure 37 MEXICO TEXT ANALYTICS MARKET, BY APPLICATION, 2014 - 2019 (USD MN)

Figure 38 MEXICO TEXT ANALYTICS MARKET: APPLICATION SNAPSHOT

Figure 39 MEXICO TEXT ANALYTICS MARKET, BY TYPE, 2014 - 2019 (USD MN)

Figure 40 MEXICO TEXT ANALYTICS MARKET: TYPE SNAPSHOT

Figure 41 TEXT ANALYTICS MARKET: COMPANY SHARE ANALYSIS, 2013

Figure 42 TEXT ANALYTICS: COMPANY PRODUCT COVERAGE, BY VERTICAL, 2014

Figure 43 IBM CORPORATION REVENUE MIX, 2014 (%)

Figure 44 MICROSOFT CORPORATION REVENUE MIX, 2014 (%)

Figure 45 ORACLE CORPORATION REVENUE MIX, 2013-2014 (%)

Figure 46 SAP: REVENUE MIX, 2013 (%)

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