

Text Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Software, Services), By Deployment (On-premise, Cloud), By Enterprise Size

<https://marketpublishers.com/r/T80BAE0C0639EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: T80BAE0C0639EN

Abstracts

The Text Analytics Market is valued at USD 10.5 billion in 2025 and is projected to grow at a CAGR of 17.1% to reach USD 43.5 billion by 2034. The Text Analytics Market has emerged as a critical enabler of data-driven decision-making across industries, unlocking the value hidden in unstructured text data generated from emails, social media, customer feedback, reports, and more. Text analytics involves using natural language processing (NLP), machine learning, and statistical methods to extract insights, detect patterns, and uncover sentiment within massive text datasets. As businesses prioritize customer experience, regulatory compliance, and operational efficiency, text analytics has become central to applications ranging from risk management and fraud detection to brand reputation tracking and content recommendation. The growing volume of textual data combined with advancements in AI and cloud computing continues to drive the adoption of text analytics solutions globally. The text analytics market saw remarkable advancements, particularly in real-time processing, cross-language understanding, and deep learning integration. Enterprises adopted sentiment analysis tools to interpret customer intent across omnichannel platforms, including chatbots, emails, and reviews. Multilingual NLP capabilities advanced significantly, enabling global brands to derive insights from localized content with greater accuracy. The adoption of generative AI tools, such as large language models, further enhanced the scope of text analytics by enabling automatic content generation, summarization, and semantic search. Industries such as healthcare and legal increasingly relied on domain-specific text analytics to navigate complex documents, while e-commerce platforms utilized it to optimize product recommendations and user engagement strategies based on behavioral text data. The

text analytics market is expected to evolve alongside trends in ethical AI, hyper-personalization, and multimodal intelligence. Organizations will seek more transparent, explainable analytics tools to align with tightening regulations around AI accountability and data privacy. Integration with other data types—such as voice, image, and video—will enable holistic content analysis, supporting richer insights and predictive capabilities. Edge AI deployment for real-time text processing will gain traction, particularly in customer service and retail environments where latency reduction is critical. As customer expectations grow and markets become more competitive, text analytics will play a central role in helping businesses personalize offerings, anticipate needs, and drive meaningful engagement at scale.

Key Insights Text Analytics Market

Real-time text analytics is becoming increasingly critical for customer support, financial trading, and brand monitoring, where immediate insights into sentiment or anomalies can influence business outcomes.

Generative AI integration is expanding text analytics capabilities, enabling organizations to create personalized content, summarize complex documents, and automate report generation with contextual relevance.

Multilingual and cross-cultural NLP tools are allowing global enterprises to analyze text in various languages and dialects, ensuring inclusivity and deeper market understanding across regions.

Text analytics is increasingly being embedded in enterprise tools like CRM, HR platforms, and ERP systems to enable smarter workflows and automated decision support.

Explainability features in AI-driven text analytics are gaining prominence, helping companies ensure transparency in automated decisions and comply with emerging regulatory standards.

Massive growth in unstructured data, especially from social media, customer reviews, and internal documentation, is driving organizations to implement scalable text analytics solutions for actionable insights.

Rising demand for customer-centric insights is pushing enterprises to adopt sentiment analysis and text classification tools to enhance engagement,

retention, and product development strategies.

Widespread cloud adoption has made sophisticated text analytics more accessible, with SaaS-based platforms offering scalable, cost-effective solutions for organizations of all sizes.

Compliance and risk management needs, especially in sectors like finance and healthcare, are encouraging the use of text analytics to detect red flags, monitor communications, and audit decision-making trails.

A key challenge in the text analytics market is mitigating algorithmic bias and ensuring contextual accuracy, as inaccuracies in interpretation can lead to flawed insights and decisions, particularly in sensitive use cases like recruitment, healthcare, or legal risk assessments.

Text Analytics Market Segmentation

By Component

Software

Services

By Deployment

On-premise

Cloud

By Enterprise Size

Large Enterprises

Small and medium Enterprises (SME's)

Key Companies Analysed

IBM Corporation

SAS Institute Inc.

Microsoft Corporation

RapidMiner, Inc.

KNIME AG

Google Cloud (Natural Language API)

Oracle Corporation

Amazon Web Services (Comprehend)

Lexalytics, Inc. (InMoment)

Angoss Software Corporation (Datawatch)

Text Analytics Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Text Analytics Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks,

profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Text Analytics market data and outlook to 2034

United States

Canada

Mexico

Europe — Text Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Text Analytics market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Text Analytics market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Text Analytics market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Text Analytics value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Text Analytics industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Text Analytics Market Report

Global Text Analytics market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Text

Analytics trade, costs, and supply chains

Text Analytics market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Text Analytics market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Text Analytics market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Text Analytics supply chain analysis

Text Analytics trade analysis, Text Analytics market price analysis, and Text Analytics supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Text Analytics market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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