

Text Mining Market Outlook 2025-2034: Market Share, and Growth Analysis By Product (On-premise, Cloud-based), By Application

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Abstracts

The Text Mining Market is valued at USD 9.8 billion in 2025 and is projected to grow at a CAGR of 17.3% to reach USD 41.1 billion by 2034. The Text Mining Market has grown rapidly in recent years, driven by the exponential increase in unstructured data generated through emails, social media, chat logs, reports, and online content. Text mining involves extracting useful information and patterns from this data using natural language processing (NLP), statistical modeling, and machine learning techniques. It is used across industries such as finance, healthcare, retail, legal, and telecommunications to uncover sentiment, detect fraud, optimize operations, and gain competitive insights. As organizations place greater emphasis on data-driven decision-making and predictive analytics, text mining is becoming a vital tool for uncovering hidden value in customer feedback, internal documentation, and open-source content. The growing complexity of business environments and the need for actionable intelligence have positioned text mining as an indispensable analytics function. The text mining market witnessed significant transformation driven by AI innovation, expanded data integration capabilities, and regulatory shifts. The implementation of transformer-based models, including large language models, enabled deeper contextual understanding and semantic analysis. Industry-specific applications gained momentum—healthcare organizations utilized text mining to analyze electronic health records and detect adverse drug interactions, while legal teams adopted it for case research and contract analysis. Meanwhile, real-time data mining from social platforms became essential for reputation monitoring and sentiment tracking. Vendors introduced user-friendly interfaces and low-code tools to democratize access to non-technical users. Additionally, data privacy laws such as GDPR and HIPAA influenced how companies approached text data handling, driving investments in secure, compliant architectures. The text mining market is expected to converge with other advanced

technologies such as generative AI, edge computing, and multimodal analytics. The future will likely see broader adoption of hybrid AI-human workflows that blend machine-driven analysis with domain expertise for nuanced decision-making. Text mining will increasingly be integrated into enterprise ecosystems like CRM, ERP, and HR platforms, enabling smarter automation and deeper operational insights. As organizations seek to navigate evolving risks and shifting consumer behaviors, text mining will play a critical role in real-time alerting and predictive analytics. Moreover, the ability to analyze text data alongside audio, video, and structured databases will lead to more holistic intelligence gathering. The market is poised for sustainable growth as the demand for contextual, interpretable insights accelerates across sectors.

Key Insights Text Mining Market

Deployment of large language models is enhancing text mining capabilities, allowing for deeper sentiment analysis, keyword extraction, and contextual understanding across diverse content sources.

Low-code and no-code platforms are making text mining accessible to business users without coding expertise, accelerating adoption across marketing, HR, and compliance departments.

Multimodal analytics that integrate text, voice, and visual data are emerging, offering richer contextual insights and enabling cross-channel behavioral analysis.

Privacy-preserving AI and federated learning models are gaining traction, allowing organizations to mine sensitive text data while remaining compliant with data protection regulations.

Industry-specific text mining solutions tailored to healthcare, legal, and financial use cases are expanding, providing higher accuracy and relevance through customized taxonomies and ontologies.

The explosion of unstructured data across digital platforms is pushing organizations to adopt text mining tools to extract actionable insights and improve decision-making speed and quality.

Demand for real-time sentiment and behavioral analysis in customer service, marketing, and product development is accelerating adoption of text mining in

consumer-centric industries.

Stronger regulatory environments in sectors such as healthcare and finance require robust text analysis for compliance monitoring, documentation audits, and fraud detection.

Growth of AI-powered automation is driving the need for integrated text mining to support intelligent workflows, personalized recommendations, and smart content classification.

The main challenge facing the text mining market is managing data quality and linguistic diversity—unstructured text often includes slang, abbreviations, and context-sensitive meanings that can lead to misinterpretation unless models are finely tuned for domain-specific language and cultural nuances.

Text Mining Market Segmentation

By Product (On-premise

Cloud-based

By Application

Data Analysis And Forecasting

Fraud Or Spam Detection

Intelligence And Law Enforcement

Customer Relationship Management (CRM)

Text Mining For Natural Language Processing (NLP)

Text Mining For Sentiment Analysis)

By End-Use (Healthcare

Retail

Banking

Financial Services And Insurance (BFSI)

Government

Media And Entertainment

Other End Users

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 Mining Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping,

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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 Mining 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 Mining market data and outlook to 2034

United States

Canada

Mexico

Europe — Text Mining market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

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

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

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

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Text Mining 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 Mining 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 Mining 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 Mining Market Report

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

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Text Mining trade, costs, and supply chains

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

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

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

Porter’s Five Forces analysis, technological developments, and Text Mining supply chain analysis

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

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

Latest Text Mining market news and developments

Additional Support

With the purchase of this report, you will receive

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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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