

Text Analytics Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Analytics Type (Sentiment Analysis, Entity Recognition, Keyword/Concept Extraction, Text Categorization, Predictive Analysis), By Application (Customer Experience Management, Risk & Compliance Management, Human Resource Management, Market Intelligence, Others), By End User (Banking, Financial Services, and Insurance, Retail and E-commerce, Healthcare and Life Sciences, Information Technology and Telecommunications, Manufacturing, Government and Public Sector, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/T979CC020862EN.html>

Date: September 2025

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: T979CC020862EN

Abstracts

The Global Text Analytics Market was valued at USD 15.17 billion in 2024 and is expected to reach USD 51.37 billion by 2030 with a CAGR of 22.36% during the forecast period.

The Text Analytics Market refers to the industry focused on extracting meaningful insights from unstructured textual data generated across various sources such as social media, emails, customer reviews, surveys, documents, and online content. This market encompasses solutions and services that leverage natural language processing, machine learning, and artificial intelligence technologies to analyze text, detect patterns, identify trends, and provide actionable intelligence to organizations. By converting

unstructured data into structured, analyzable formats, text analytics enables businesses to improve decision-making, enhance customer experiences, monitor brand reputation, manage risks, and gain competitive advantage.

The market is rising rapidly due to the exponential growth of data generated from digital platforms, the increasing need for real-time insights, and the expanding adoption of artificial intelligence-driven tools across multiple industries. Key applications driving market growth include customer experience management, where organizations analyze feedback and sentiment to refine products and services; risk and compliance management, where regulatory documents and communications are monitored for adherence to legal frameworks; and market intelligence, where companies analyze competitor strategies and industry trends to make informed decisions. Additionally, the proliferation of cloud computing and software-as-a-service models is enabling businesses of all sizes to access scalable, cost-effective text analytics solutions without significant infrastructure investment.

Enterprises are increasingly deploying both on-premise and cloud-based solutions depending on their security requirements, data volume, and operational needs, contributing to overall market expansion. Geographically, North America dominates due to advanced technological infrastructure, early adoption of analytics tools, and strong presence of key market players, while the Asia Pacific region is emerging as a high-growth market driven by rapid digital transformation, increasing internet penetration, and government initiatives promoting data-driven strategies. The integration of advanced analytics with artificial intelligence, machine learning, and predictive modeling is expected to further propel the market by enabling organizations to not only understand historical and current trends but also forecast future outcomes.

Key Market Drivers

Explosive Growth in Unstructured Data Volume

In the rapidly evolving landscape of the Text Analytics Market, the explosive growth in unstructured data volume stands as a paramount driver, compelling enterprises to adopt advanced analytical solutions to harness insights from vast repositories of textual information. Unstructured data, encompassing emails, social media posts, customer reviews, documents, and multimedia content, is proliferating at an unprecedented rate due to digital transformation initiatives across industries. Businesses are increasingly recognizing that traditional data management techniques fall short in processing this deluge, leading to the imperative integration of text analytics tools that employ natural

language processing and machine learning algorithms to extract actionable intelligence.

This driver is particularly salient in sectors like healthcare, where patient notes and medical literature require sophisticated analysis for improved diagnostics and personalized care, or in retail, where consumer feedback informs product development and marketing strategies. The Text Analytics Market benefits from this trend as organizations seek to convert raw, chaotic data into structured formats that facilitate decision-making, risk assessment, and operational efficiency. Moreover, the integration of cloud computing platforms amplifies this growth by providing scalable storage and processing capabilities, enabling real-time analysis without substantial upfront investments in infrastructure.

As enterprises grapple with data silos and information overload, text analytics emerges as a strategic asset, enabling predictive modeling and trend forecasting that drive competitive advantage. The market's expansion is further fueled by the need for sentiment analysis, entity recognition, and topic modeling, which uncover hidden patterns and correlations within unstructured datasets. In finance, for instance, analyzing news articles and regulatory filings through text analytics mitigates risks and identifies investment opportunities. The convergence of big data technologies with text analytics solutions underscores a shift towards data-driven cultures, where insights derived from unstructured sources inform everything from supply chain optimization to customer relationship management.

This driver not only accelerates adoption but also spurs innovation in tool development, with vendors enhancing capabilities to handle multilingual and multimodal data. Ultimately, the relentless increase in unstructured data volume propels the Text Analytics Market forward, positioning it as an indispensable component of modern business intelligence frameworks, ensuring resilience and agility in an information-saturated world.

According to IBM, unstructured datasets comprise 90% of all enterprise-generated data, driven by the emergence of big data from connected technologies. This volume is growing exponentially, with large organizations producing four times as much unstructured data as structured data annually. Edge Delta reports that unstructured data grows at an annual rate of 55% to 65%, fueled by AI trends, while 95% of businesses acknowledge risks in managing it. IBM further notes that by 2025, semi-structured and unstructured data will represent up to 80% of the world's information, highlighting the urgent need for analytics to derive value from this massive influx. These figures underscore how the sheer scale and velocity of unstructured data creation are key

catalysts for market expansion, prompting investments in tools that process hundreds of millions of pages efficiently.

Key Market Challenges

Data Privacy and Security Concerns

One of the foremost challenges confronting the Text Analytics Market is ensuring robust data privacy and security. As organizations increasingly collect and analyze unstructured textual data from diverse sources such as social media, customer reviews, emails, and internal communications, the volume of sensitive information being processed rises significantly. This data often contains personally identifiable information, financial details, or proprietary business insights, making it a prime target for cyberattacks, data breaches, and unauthorized access. Text analytics solutions rely on centralized platforms, cloud storage, or on-premise infrastructure, each carrying inherent security risks that could compromise the integrity and confidentiality of data.

Regulatory compliance further complicates the landscape, as stringent data protection laws such as the General Data Protection Regulation in Europe, the California Consumer Privacy Act in the United States, and emerging privacy regulations in Asia-Pacific require companies to implement strict governance frameworks, audit trails, and access controls. Non-compliance can result in substantial financial penalties, reputational damage, and operational disruptions. Moreover, organizations deploying third-party analytics platforms face additional challenges, as these vendors must adhere to the same privacy standards and demonstrate robust security protocols. The complexity increases when text analytics is integrated with artificial intelligence and machine learning algorithms, which necessitate large datasets to train models, raising concerns regarding the secure handling of sensitive information during processing.

Enterprises must invest heavily in encryption, anonymization, and tokenization techniques, along with comprehensive cybersecurity measures to mitigate risks. Ensuring secure data transmission between endpoints, monitoring for potential vulnerabilities, and maintaining compliance with evolving regulations across multiple jurisdictions requires continuous investment and expertise. These privacy and security concerns can slow adoption rates, particularly among industries dealing with highly sensitive data such as banking, healthcare, and government services. Consequently, the Text Analytics Market must address these challenges through a combination of advanced security solutions, regulatory alignment, and best practices in data governance to maintain stakeholder trust and support sustainable market growth.

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Key Market Players

IBM Corporation

Microsoft Corporation

SAS Institute Inc.

SAP SE

Oracle Corporation

Lexalytics, Inc.

Clarabridge, Inc.

Amazon Web Services, Inc.

Google LLC

Adobe Systems Incorporated

Report Scope:

In this report, the Global Text Analytics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Text Analytics Market, By Analytics Type:

Sentiment Analysis

Entity Recognition

Keyword/Concept Extraction

Text Categorization

Predictive Analysis

Text Analytics Market, By Application:

Customer Experience Management

Risk & Compliance Management

Human Resource Management

Market Intelligence

Others

Text Analytics Market, By End User:

Banking, Financial Services, and Insurance

Retail and E-commerce

Healthcare and Life Sciences

Information Technology and Telecommunications

Manufacturing

Government and Public Sector

Others

Text Analytics Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Asia-Pacific

China

India

Japan

South Korea

Australia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Text Analytics Market.

Available Customizations:

Global Text Analytics Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. GLOBAL TEXT ANALYTICS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Analytics Type (Sentiment Analysis, Entity Recognition, Keyword/Concept Extraction, Text Categorization, Predictive Analysis)
 - 5.2.2. By Application (Customer Experience Management, Risk & Compliance Management, Human Resource Management, Market Intelligence, Others)

5.2.3. By End User (Banking, Financial Services, and Insurance, Retail and E-commerce, Healthcare and Life Sciences, Information Technology and Telecommunications, Manufacturing, Government and Public Sector, Others)

5.2.4. By Region (North America, Europe, South America, Middle East & Africa, Asia Pacific)

5.3. By Company (2024)

5.4. Market Map

6. NORTH AMERICA TEXT ANALYTICS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Analytics Type

6.2.2. By Application

6.2.3. By End User

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Text Analytics Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Analytics Type

6.3.1.2.2. By Application

6.3.1.2.3. By End User

6.3.2. Canada Text Analytics Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Analytics Type

6.3.2.2.2. By Application

6.3.2.2.3. By End User

6.3.3. Mexico Text Analytics Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Analytics Type

6.3.3.2.2. By Application

6.3.3.2.3. By End User

7. EUROPE TEXT ANALYTICS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Analytics Type

7.2.2. By Application

7.2.3. By End User

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Text Analytics Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Analytics Type

7.3.1.2.2. By Application

7.3.1.2.3. By End User

7.3.2. France Text Analytics Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Analytics Type

7.3.2.2.2. By Application

7.3.2.2.3. By End User

7.3.3. United Kingdom Text Analytics Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Analytics Type

7.3.3.2.2. By Application

7.3.3.2.3. By End User

7.3.4. Italy Text Analytics Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Analytics Type

7.3.4.2.2. By Application

7.3.4.2.3. By End User

7.3.5. Spain Text Analytics Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Analytics Type

7.3.5.2.2. By Application

7.3.5.2.3. By End User

8. ASIA PACIFIC TEXT ANALYTICS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Analytics Type

8.2.2. By Application

8.2.3. By End User

8.2.4. By Country

8.3. Asia Pacific: Country Analysis

8.3.1. China Text Analytics Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Analytics Type

8.3.1.2.2. By Application

8.3.1.2.3. By End User

8.3.2. India Text Analytics Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Analytics Type

8.3.2.2.2. By Application

8.3.2.2.3. By End User

8.3.3. Japan Text Analytics Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Analytics Type

8.3.3.2.2. By Application

8.3.3.2.3. By End User

8.3.4. South Korea Text Analytics Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Analytics Type

8.3.4.2.2. By Application

8.3.4.2.3. By End User

8.3.5. Australia Text Analytics Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Analytics Type

8.3.5.2.2. By Application

8.3.5.2.3. By End User

9. MIDDLE EAST & AFRICA TEXT ANALYTICS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Analytics Type

9.2.2. By Application

9.2.3. By End User

9.2.4. By Country

9.3. Middle East & Africa: Country Analysis

9.3.1. Saudi Arabia Text Analytics Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Analytics Type

9.3.1.2.2. By Application

9.3.1.2.3. By End User

9.3.2. UAE Text Analytics Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Analytics Type

9.3.2.2.2. By Application

9.3.2.2.3. By End User

9.3.3. South Africa Text Analytics Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Analytics Type

9.3.3.2.2. By Application

9.3.3.2.3. By End User

10. SOUTH AMERICA TEXT ANALYTICS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Analytics Type

10.2.2. By Application

10.2.3. By End User

10.2.4. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Text Analytics Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Analytics Type

10.3.1.2.2. By Application

10.3.1.2.3. By End User

10.3.2. Colombia Text Analytics Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Analytics Type

10.3.2.2.2. By Application

10.3.2.2.3. By End User

10.3.3. Argentina Text Analytics Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Analytics Type

10.3.3.2.2. By Application

10.3.3.2.3. By End User

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS AND DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. COMPANY PROFILES

- 13.1. IBM Corporation
 - 13.1.1. Business Overview
 - 13.1.2. Key Revenue and Financials
 - 13.1.3. Recent Developments
 - 13.1.4. Key Personnel
 - 13.1.5. Key Product/Services Offered
- 13.2. Microsoft Corporation
- 13.3. SAS Institute Inc.
- 13.4. SAP SE
- 13.5. Oracle Corporation
- 13.6. Lexalytics, Inc.
- 13.7. Clarabridge, Inc.
- 13.8. Amazon Web Services, Inc.
- 13.9. Google LLC
- 13.10. Adobe Systems Incorporated

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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