Text Analytics Market by Applications (Marketing & Customer Experience Management, Data Analysis & Forecasting, Enterprise Information Management, & Other Industry Specific Applications), Deployment, Vertical, & by Region - Global Forecast to 2020

Description: Text analytics is a holistic approach which converts the data into insights and the insights into business outcome. The technology is being widely adopted by sectors such as retail and CPG. It is also being implemented by government institutions and high tech and telecommunications to enhance the business revenue.

The report aims at estimating the market size and future growth potential of the text analytics market across different segments, such as applications, verticals, deployment types, end users, and regions. The base year considered for the study is 2014 and the market size is estimated from 2015 to 2020. However, the bigger firms in the market are increasingly acquiring small players in an attempt to expand their offerings across the globe. Healthcare and life sciences companies are rapidly deploying text analytics solutions to analyze insurance claims, physician notes, patient scans, and social media posts regarding healthcare policies and customer insights on medical devices along with other records.

The research methodology used to estimate and forecast the market included capturing data on key vendor revenues through secondary research. The vendor offerings were also taken into consideration to determine the market segmentation. The bottom-up procedure was employed to arrive at the overall market size of the global text analytics market from the revenue of the key players in the market. After arriving at the overall market size, the total market was split into several segments and sub-segments which were then verified through primary research by conducting extensive interviews with key people, such as CEOs, VPs, directors, and executives. The data triangulation and market breakdown procedures were employed to complete the overall market engineering process and to arrive at the exact statistics for all segments and sub-segments.

The text analytics ecosystem consists of text analytics solution vendors, such as IBM, SAP, SAS, Clarabridge, Attensity, Lexalytics, Basis Technology Corporation, OpenText, RapidMiner, Angoss and others sell their text analytics solutions and services to end users to cater to their unique business requirements.

Target audience

- Text analytics service vendors
- System integrators
- IT developers
- Third party vendors
- Network operators
- Infrastructure provider
- Government
- Regulatory and compliance agencies

Scope of the Report

The research report segments the text analytics market into the following submarkets:

By Deployment type:

- Cloud
- On-Premises

By Application:

- Marketing and CEM
- Data analysis and forecasting
- Enterprise information management
- Other industry specific applications

By Organization size:
- Small and medium businesses (SMBs)
- Large enterprises

By Region:
- North America
- Europe
- Asia-Pacific (APAC)
- Middle East and Africa (MEA)
- Latin America

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