Content Analytics Market by Application (Speech Analytics, Text Analytics, Web Analytics, Social Media Analytics, Others), Deployment Type (On-Premises and Cloud/Hosted), Vertical, and Region (NA, Europe, APAC, MEA, LA) - Global Forecast to 2021

Description: The global content analytics market is estimated to grow from USD 1.61 billion in 2016 to USD 4.37 billion by 2021, at a CAGR of 22.1% from 2016 to 2021. Companies are seeking ways to increase revenue and reduce expenses, as the global market competition continues to shrink profit margins.

Organizations of all sizes are focusing more on analyzing sales and market saturation in specific territories and identifying gaps. Hence, there is a huge demand for innovative technologies such as advanced analytics solutions to achieve such goals and get the actionable insights.

The text analytics segment accounts for the largest share during the forecast period. The growth of this segment is attributed to the fact that text analytics helps gain insights from unstructured data and is becoming a prominent process for the organizations to become more profitable.

North America estimated to hold the largest market share in 2016 and the trend is expected to continue in the coming years. The content analytics market is showing strong positive trends in the region as several companies and industries are adopting content analytics tools for extracting useful information from social, online, or enterprise data to create valuable insights for business, research, and investigations.

The APAC market is expected to witness exponential growth and projected to be the fastest-growing region in the global content analytics market. Rapid digitalization in countries such as Japan, China, Korea, India, Indonesia, The Philippines, and Vietnam helped generate huge volumes of unstructured data. This has increased the demand for many organizations to integrate content analytics to gain customer insights by analyzing the huge amount of data received through customer feedback, surveys, and other channels.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. The break-up of profiles of primary participants is given below:

- By Company Type: Tier 1: 30%, Tier 2: 25%, and Tier 3: 45%
- By Designation: C-level: 20%, Director-level: 25%, and Others: 55%
- By Region: North America: 50%, Europe: 20%, APAC: 30%

The various key vendors profiled in the report are as follows:

1. International Business Machine Corporation (U.S.)
2. Oracle Corporation (U.S.)
3. Adobe Systems, Inc. (U.S.)
4. Clarabridge, Inc. (U.S.)
5. Interactive Intelligence Group, Inc. (U.S.)
6. Opentext Corporation (Canada)
7. Verint Systems (U.S.)
8. Nice Systems Ltd. (Israel)
9. SAP SE (Germany)
10. SAS Institute, Inc. (U.S.)

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the content analytics market comprehensively and provides the closest approximations of the revenue numbers for the overall market and subsegments across different verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to better understand the competitor and gain more insights to better their position in the business. The competitive landscape section includes new product launches, partnerships, agreements & collaborations, mergers & acquisitions, and expansions.

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
      1.3.1 Markets Covered
      1.3.2 Year Considered for the Study
   1.4 Currency
   1.5 Limitations
   1.6 Stakeholders

2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Data
         2.1.1.1 Key Data From Secondary Sources
      2.1.2 Primary Data
         2.1.2.1 Key Data From Primary Sources
   2.2 Market Size Estimation
      2.2.1 Bottom-Up Approach
      2.2.2 Top-Down Approach
   2.3 Market Breakdown and Data Triangulation
      2.3.1 Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities in the Global Content Analytics Market
   4.2 Global Market, By Vertical
   4.3 Global Market, By Application
   4.4 Global Content Analytics Market
   4.5 Market By Region
   4.6 Life Cycle Analysis, By Region

5 Market Overview
   5.1 Introduction
   5.2 Market Segmentation
      5.2.1 By Application
      5.2.2 By Deployment Type
      5.2.3 By Vertical
      5.2.4 By Region
   5.3 Market Dynamics
      5.3.1 Drivers
         5.3.1.1 Increasing Usage of Advanced Analytics and Competitive Intelligence
         5.3.1.2 Risk & Compliance Management
         5.3.1.3 Convergence of Text Analytics With Big Data
      5.3.2 Restraints
         5.3.2.1 High Cost
         5.3.2.2 Lack of End Use Awareness and Software Handling
      5.3.3 Opportunities
         5.3.3.1 Real-Time Content Analytics
      5.3.4 Challenges
         5.3.4.1 Making Every Information Count
   5.4 Technologies in Content Analytics
      5.4.1 Big Data
      5.4.2 Machine Learning
5.4.3 Natural Language Processing (NLP)
5.5 Strategic Benchmarking

6 Global Content Analytics Market, By Deployment
6.1 Introduction
6.2 On-Premises
6.3 Cloud/Hosted

7 Global Market, By Application
7.1 Introduction
7.2 Text Analytics
7.3 Web Analytics
7.4 Speech Analytics
7.5 Social Media Analytics
7.6 Other Analytics

8 Content Analytics Market Analysis, By Vertical
8.1 Introduction
8.2 Banking, Financial Services & Insurance (BFSI)
8.3 Healthcare
8.4 Retail & Consumer Goods
8.5 IT & Telecom
8.6 Media & Entertainment
8.7 Travel & Hospitality
8.8 Government
8.9 Others

9 Geographic Analysis
9.1 Introduction
9.2 North America
9.3 Europe
9.4 Asia-Pacific
9.5 Middle East & Africa
9.6 Latin America

10 Competitive Landscape
10.1 Overview
10.2 Competitive Situation and Trends
10.2.1 New Product Launches
10.2.2 Mergers & Acquisitions
10.2.3 Product Enhancements
10.2.4 Agreements, Partnerships, and Collaborations
10.2.5 Expansions

11 Company Profiles
(Overview, Financials, Products & Services, Strategy, and Developments)*
11.1 International Business Machines (IBM) Corporation
11.2 SAP SE
11.3 SAS Institute, Inc.
11.4 Oracle Corporation
11.5 Adobe Systems, Inc.
11.6 Clarabridge, Inc.
11.7 Interactive Intelligence Group, Inc.
11.8 Opentext Corporation
11.9 Verint Systems
11.10 Nice Systems Ltd.

*Details on Overview, Financials, Product & Services, Strategy, and Developments Might Not Be Captured in Case of Unlisted Companies.

12 Appendix
12.1 Discussion Guide
### List of Tables

Table 1 Global Content Analytics Market, By Deployment Type, 2014-2021 (USD Million)
Table 2 On-Premise: Market, By Region, 2014-2021 (USD Million)
Table 3 Cloud/Hosted: Market, By Region, 2014-2021 (USD Million)
Table 4 Global Content Analytics Market, By Application Type, 2014-2021 (USD Million)
Table 5 Text Analytics Market, By Region, 2014-2021 (USD Million)
Table 6 Web Analytics Market, By Region, 2014-2021 (USD Million)
Table 7 Speech Analytics Market, By Region, 2014-2021 (USD Million)
Table 8 Social Media Analytics Market, By Region, 2014-2021 (USD Million)
Table 9 Other Analytics Market, By Region, 2014-2021 (USD Million)
Table 10 Content Analytics Market, By Vertical, 2014-2021 (USD Million)
Table 11 BFSI: Market, By Region, 2014-2021 (USD Million)
Table 12 BFSI: Market, By Application, 2014-2021 (USD Million)
Table 13 Healthcare: Market, By Region, 2014-2021 (USD Million)
Table 14 Healthcare: Market, By Application, 2014-2021 (USD Million)
Table 15 Retail & Consumer Goods: Market, By Region, 2014-2021 (USD Million)
Table 16 Retail & Consumer Goods: Market, By Application, 2014-2021 (USD Million)
Table 17 IT & Telecom: Market, By Region, 2014-2021 (USD Million)
Table 18 IT & Telecom: Market, By Application, 2014-2021 (USD Million)
Table 19 Media & Entertainment: Market, By Region, 2014-2021 (USD Million)
Table 20 Media & Entertainment: Market, By Application, 2014-2021 (USD Million)
Table 21 Travel & Hospitality: Market, By Region, 2014-2021 (USD Million)
Table 22 Travel & Hospitality: Market, By Application, 2014-2021 (USD Million)
Table 23 Government: Market, By Region, 2014-2021 (USD Million)
Table 24 Government: Market, By Application, 2014-2021 (USD Million)
Table 25 Others: Market, By Region, 2014-2021 (USD Million)
Table 26 Others: Market, By Application, 2014-2021 (USD Million)
Table 27 Global Content Analytics Market, By Region, 2014-2021 (USD Million)
Table 28 North America: Market, By Application, 2014-2021 (USD Million)
Table 29 North America: Market, By Deployment Type, 2014-2021 (USD Million)
Table 30 North America: Market, By Vertical, 2014-2021 (USD Million)
Table 31 North America: BFSI Market, By Application, 2014-2021 (USD Million)
Table 32 North America: Retail & Consumer Goods Market, By Application, 2014-2021 (USD Million)
Table 33 North America: BFSI Market, By Application, 2014-2021 (USD Million)
Table 34 North America: IT & Telecom Market, By Application, 2014-2021 (USD Million)
Table 35 North America: Healthcare Market, By Application, 2014-2021 (USD Million)
Table 36 North America: Media & Entertainment Market, By Application, 2014-2021 (USD Million)
Table 37 North America: Travel & Hospitality Market, By Application, 2014-2021 (USD Million)
Table 38 North America: Others Market, By Application, 2014-2021 (USD Million)
Table 39 Europe: Market, By Application, 2014-2021 (USD Million)
Table 40 Europe: Market, By Deployment Type, 2014-2021 (USD Million)
Table 41 Europe: Market, By Vertical, 2014-2021 (USD Million)
Table 42 Europe: Retail & Consumer Goods Market, By Application, 2014-2021 (USD Million)
Table 43 Europe: BFSI Market, By Application, 2014-2021 (USD Million)
Table 44 Europe: IT & Telecom Market, By Application, 2014-2021 (USD Million)
Table 45 Europe: Healthcare Market, By Application, 2014-2021 (USD Million)
Table 46 Europe: Media & Entertainment Market, By Application, 2014-2021 (USD Million)
Table 47 Europe: Travel & Hospitality Market, By Application, 2014-2021 (USD Million)
Table 48 Europe: Government Market, By Application, 2014-2021 (USD Million)
Table 49 Europe: Others Market, By Application, 2014-2021 (USD Million)
Table 50 Asia-Pacific: Market, By Application, 2014-2021 (USD Million)
Table 51 Asia-Pacific: Market, By Deployment Type, 2014-2021 (USD Million)
Table 52 Asia-Pacific: Market, By Vertical, 2014-2021 (USD Million)
Table 53 Asia-Pacific: Retail & Consumer Goods Market, By Application, 2014-2021 (USD Million)
Table 54 Asia-Pacific: BFSI Market, By Application, 2014-2021 (USD Million)
Table 55 Asia-Pacific: IT & Telecom Market, By Application, 2014-2021 (USD Million)
Table 56 Asia-Pacific: Healthcare Market, By Application, 2014-2021 (USD Million)
Table 57 Asia-Pacific: Media & Entertainment Market, By Application, 2014-2021 (USD Million)
Table 58 Asia-Pacific: Travel & Hospitality Market, By Application, 2014-2021 (USD Million)
Table 59 Asia-Pacific: Government Market, By Application, 2014-2021 (USD Million)
Table 60 Asia-Pacific: Others Market, By Application, 2014-2021 (USD Million)
Table 61 Middle East & Africa: Market, By Application, 2014-2021 (USD Million)
Table 62 Middle East & Africa: Market, By Deployment Type, 2014-2021 (USD Million)
Table 63 Middle East & Africa: Market, By Vertical, 2014-2021 (USD Million)
Table 64 Middle East & Africa: BFSI Market, By Application, 2014-2021 (USD Million)
Table 65 Middle East & Africa: Retail & Consumer Goods Market, By Application, 2014-2021 (USD Million)
Table 66 Middle East & Africa: IT & Telecom Market, By Application, 2014-2021 (USD Million)
Table 67 Middle East & Africa: Travel & Hospitality Market, By Application, 2014-2021 (USD Million)
Table 68 Middle East & Africa: Government Market, By Application, 2014-2021 (USD Million)
Table 69 Middle East & Africa: Media & Entertainment Market, By Application, 2014-2021 (USD Million)
Table 70 Middle East & Africa: Healthcare Market, By Application, 2014-2021 (USD Million)
Table 71 Middle East & Africa: Others Market, By Application, 2014-2021 (USD Million)
Table 72 Latin America: Market, By Application, 2014-2021 (USD Million)
Table 73 Latin America: Market, By Deployment Type, 2014-2021 (USD Million)
Table 74 Latin America: Market, By Vertical, 2014-2021 (USD Million)
Table 75 Latin America: BFSI Market, By Application, 2014-2021 (USD Million)
Table 76 Latin America: Retail & Consumer Goods Market, By Application, 2014-2021 (USD Million)
Table 77 Latin America: IT & Telecom Market, By Application, 2014-2021 (USD Million)
Table 78 Latin America: Healthcare Market, By Application, 2014-2021 (USD Million)
Table 79 Latin America: Government Market, By Application, 2014-2021 (USD Million)
Table 80 Latin America: Media & Entertainment Market, By Application, 2014-2021 (USD Million)
Table 81 Latin America: Travel & Hospitality Market, By Application, 2014-2021 (USD Million)
Table 82 Latin America: Others Market, By Application, 2014-2021 (USD Million)
Table 83 New Product Launches, 2015-2016
Table 84 Mergers & Acquisitions, 2012-2016
Table 85 Product Enhancements, 2013-2015
Table 86 Agreements, Partnerships, and Collaborations, 2013-2016
Table 87 Expansions, 2013-2015

List of Figures

Figure 1 Research Design
Figure 2 Market Size Estimation Methodology: Bottom Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Market Breakdown Data Triangulation Approach
Figure 5 Among Deployment Types, the Cloud/Hosted Segment is Projected to Lead the Global Content Analytics Market During the Forecast Period
Figure 6 The Asia-Pacific Content Analytics Market is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 7 Real-Time Content Analytics is Expected to Drive the Global Content Analytics Market During the Forecast Period
Figure 8 Travel & Hospitality Vertical is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 9 The Social Media Analytics Segment of the Global Content Analytics Market is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 10 The Text Analytics Segment is Expected to Lead the Global Content Analytics Market During the Forecast Period
Figure 11 The Asia-Pacific Content Analytics Market is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 12 Regional Life Cycle - the Asia-Pacific Content Analytics Market is Projected to Grow at the Highest CAGR During the Forecast Period
Figure 13 Content Analytics Market Segmentation: By Application
Figure 14 Market Segmentation: By Deployment Type
Figure 15 Market Segmentation: By Vertical
Figure 16 Market Segmentation: By Region
Figure 17 Global Content Analytics Market: Drivers, Restraints, Opportunities, and Challenges
Figure 18 Strategic Benchmarking
Figure 19 Cloud/Hosted Deployment Type is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 20 Content Analytics On-Premises Deployment Type is Expected to Register Highest Growth in Asia-Pacific
Figure 21 Content Analytics Cloud/Hosted Deployment Type is Expected to Register Highest Growth in Asia-Pacific
Figure 22 Social Media Analytics is Expected to Have the Highest CAGR During the Forecast Period
Figure 23 Text Analytics is Expected to Register the Highest Growth in Asia-Pacific
Figure 24 Web Analytics is Expected to Register the Highest Growth in Asia-Pacific
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