

Text Analytics Market Expected to Rise at 20% CAGR during 2021-2026

IMARC Group expects the market to grow at a CAGR of around 20% during 2021-2026.

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According to IMARC Group latest report titled "[Text Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026](#)", the market exhibited strong growth during 2015-2020. The global text analytics market size to

grow at a CAGR of around 20% during 2021-2026. Text analytics refers to an automated process of translating large amounts of unstructured text, including emails, online reviews, tweets, call center agent notes, etc., to quantitative data. It helps in acquiring insights about trends and related information. Text analytics relies on text mining and natural language processing (NLP) algorithms to find meaning from written communication. It assists organizations in making better decisions by incorporating data visualization tools. At present, organizations across countries widely utilize text analytics to evaluate text in several languages and understand customer opinions.

Request to get the sample report: <https://www.imarcgroup.com/text-analytics-market/requestsampl>

As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the purchase behaviours of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

Market Trends:

Due to the sudden outbreak of the COVID-19 pandemic, numerous organizations across the globe are focusing on establishing and improving their online presence, which is driving the text



analytics market. Moreover, the rising adoption of text analytics by small and medium-sized enterprises (SMEs) to gain results in real-time is further catalyzing the global market. Text analytics also aids in identifying patterns, improving customer satisfaction, detecting product issues, and monitoring brand reputation, which are positively influencing the market growth. In the coming years, the increasing demand for text analytics across diverse industry verticals, such as retail, healthcare, travel and tourism, military and defense, information technology (IT) and telecommunication, BFSI, etc., is expected to fuel the text analytics market in the coming years.

View Full Report with TOC & List of Figure: <https://www.imarcgroup.com/text-analytics-market>

Competitive Landscape with Key players:

The report has also analysed the competitive landscape of the market with some of the key players being.

Clarabridge
Infegy
International Business Machines Corporation
Lexalytics Inc.
Luminoso Technologies Inc.
Microsoft Corporation
Open Text Corporation
Oracle Corporation
SAP SE
SAS Institute Inc.
Tableau Software LLC
The Hewlett Packard Enterprise Company
TIBCO Software Inc

Text Analytics Market Segmentation:

Our report has categorized the market based on region, deployment model, organization size, application and end use industry.

Breakup by Deployment Model:

On-premises
Cloud-based

Breakup by Organization Size:

Large Enterprises
Small and Medium Enterprises (SMEs)

Breakup by Application:

- Competitive Intelligence
- Customer Relationship Management
- Predictive Analytics
- Fraud Detection
- Brand Reputation
- Others

Breakup by End User:

- Fast Moving Consumer Goods (FMCG)
- Banking Financial Services and Insurance (BFSI)
- Healthcare and Pharmaceuticals
- Telecommunication
- Government
- Retail
- Others

Breakup by Region:

- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

Key highlights of the report:

- Market Performance (2015-2020)
- Market Outlook (2021-2026)
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

We are updating our reports, If you want latest primary and secondary data (2021-2026) with Cost Module, Business Strategy, Competitive landscape, etc. Click request free sample report, the report will be delivered to you in PDF format via email within 24 to 48 hours after the payment confirmation.

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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