

Affective Computing Market Overview Highlighting Major Drivers, Trends, Growth and Demand Report 2020- 2028

The global affective computing market size is expected to reach USD 284.73 Billion at a steady CAGR of 32.5% in 2028

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Affective Computing Market Report mainly improves market size, and provide detailed product mapping and investigation of various market scenarios. Our expert analysts provide a thorough analysis and breakdown of the market presence of key market leaders. We strive to stay updated with

the recent developments and follow the latest company news related to the industry players operating in the global Affective Computing market. This helps us to comprehensively analyze the individual standing of the companies as well as the competitive landscape. Our vendor landscape analysis offers a complete study to help you gain the upper hand in the competition.

The global [affective computing market size](#) is expected to reach USD 284.73 Billion at a steady CAGR of 32.5% in 2028, according to latest analysis by Emergen Research. Steady market revenue growth can be attributed to growing demand for telemedicine and increasing need to remotely assess patient's health. Remote monitoring of patients is a primary application of telemedicine. Use of affective computing through smart devices such as smart wearables in telemedicine enables a more cost-effective and rapid means of assessing current state and need for medication for a patient at a distance. In addition, telemedicine providers focusing on specialized areas, including telepsychiatry, can particularly gain from affective computing, which enables psychiatrists/psychologists to comprehend feelings and emotional states of their patients even though the patient is physically not present or are unable to describe their emotions to a psychologist.

Affective computing technology is garnering considerable traction in the gaming industry, especially, in developing games that feature emotionally-rich interactive storytelling content or



conversational agents. Affective computing can help games interact more naturally with the player by using computer vision to recognize their emotions through facial expressions and adapt accordingly. Growing demand for telemedicine and increasing need to remotely assess patient's health is a significant factor driving global affective computing market revenue growth

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In January 2021, Uniphore made an announcement about the acquisition of Emotion Research Lab, which is a firm engaged in video Artificial Intelligence and affective computing. Emotion Research Lab deploys Artificial Intelligence and Machine Learning to detect real-time engagement and emotion levels through video interactions.

Speech recognition software helps in analyzing speech features like intonation, vocal pitch, and tone, along with the words that denote a particular sentiment or emotional state. Speech recognition software is particularly beneficial in call centers to detect a caller's angry voice tone, and transfer such calls to a human operator instead of making the caller interact with an automated system, which might increase their frustration level.

Contactless affective computing technology deploys radio waves to identify a person's feelings and recognize one emotional states, including sadness, pleasure, anger, and joy. Contactless affective computing technology uses rebounding radio waves to measure an individuals' heart rate and breathing pattern without even establishing any contact with their body.

Key players in the market include Microsoft Corporation, Affectiva, Google LLC, Elliptic Laboratories A/S, Apple Inc., Cognitec Systems GmbH, Sony DepthSensing Solutions, International Business Machine Corporation, Qualcomm Technologies Inc., and Cippa Vision Ltd.

The Global Affective Computing Market report provides full coverage of the companies' data, including details about their production and manufacturing capacity, product portfolio, business overview, revenue, gross profit margins, sales network and distribution channel, financial standing, and market position. The report also studies business strategies and strategic alliances undertaken by companies to footing in the gain a robust market. The report sheds light on the mergers and acquisitions, collaborations, joint ventures, brand promotions and product launches, agreements and partnerships, and corporate and government deals. The comprehensive analysis of the competitive landscape offers the readers a deeper understanding about the competitors.

The report further offers a complete value chain analysis along with an analysis of the downstream buyers and upstream raw materials. The study focuses on global trends, regulatory frameworks, and macro- and micro-economic factors. The report also provides an extensive analysis of the segment and sub-segmented expected to dominate the market over the projected period. The report offers a forecast estimation of the market with regards to the analysis of the market segmentation, including product type, end-user industries, application

spectrum, and other segments.

Emergen Research has segmented the global affective computing market on the basis of offering, technology, industry vertical, and region:

Offering Outlook (Revenue, USD Billion; 2018–2028)

Hardware

Cameras

Sensors

Storage Devices

Others

Software

Speech Recognition

Facial Feature Extraction

Gesture Recognition

Others

Technology Outlook (Revenue, USD Billion; 2018–2028)

Contactless

Contact-based

Industry Vertical Outlook (Revenue, USD Billion; 2018–2028)

Healthcare

Retail

Automotive

Media & Entertainment

BFSI

IT & Telecommunication

Government

Others

The report is updated with the latest economic scenario and market scope with regard to the ongoing COVID-19 pandemic. The report covers growth prospects as well as current and futuristic revenue estimations in a post COVID scenario. The report also covers changing trends and market dynamics due to the pandemic and provides an accurate impact analysis of the crisis on the overall market.

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Market Taxonomy:

Chapter 1: Methodology & Scope

Definition and forecast parameters
Methodology and forecast parameters
Data Sources
Chapter 2:

Executive Summary

Business trends
Regional trends
Product trends
End-use trends
Chapter 3:

Industry Insights

Industry segmentation
Industry landscape
Vendor matrix
Technological and innovation landscape
Chapter 4:

Regional Landscape

Chapter 5:

Company Profile

Business Overview
Financial Data
Product Landscape
Strategic Outlook

Key questions addressed in the report:

What are the key factors driving the global Affective Computing market?

Who are the key manufacturers in this market space?

Who are the distributors, traders and dealers of this market?

What are the market opportunities and risks affecting the performance of the vendors in the global Affective Computing market?

What are the sales and revenue estimations for the top manufacturers in this market over the projected timeline?

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At Emergen Research, we believe in advancing with technology. We are a growing market research and strategy consulting company with an exhaustive knowledge base of cutting-edge and potentially market-disrupting technologies that are predicted to become more prevalent in the coming decade.

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