

Emotion AI Market Set to Generate \$13.8 Billion by 2032 | Industry Trends, Growth & Forecast

The global emotion AI market is expanding rapidly due to factors such as a substantial growth in AI and ML technologies

WILMINGTON, NEW CASTLE, DE, UNITED STATES, March 17, 2025 /EINPresswire.com/ -- The global [Emotion AI Market](#) was valued at \$1.8 billion in 2022, and is projected to reach \$13.8 billion by 2032, growing at a CAGR of 22.7% from 2023 to 2032.


Substantial growth in AI and ML technologies, the increase in adoption of biometrics and facial recognition and surge in the usage of emotion detection solutions in several industries are the major factors that drive the growth of the global Emotion AI market. However, the high cost of application and development, and data storage and management hamper market growth. Furthermore, integration in IoT-based technologies and expansion of wearable devices in various applications creates ample opportunities for the emotion AI market.

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Based on application, the retail and e-commerce segment held the highest market share in 2022, accounting for around one-fourth of the emotion AI market revenue and is estimated to maintain its leadership status throughout the forecast period. The increase in demand for personalized content recommendations in this industry further creates lucrative opportunities for the global market. However, the media and entertainment segment is projected to manifest the highest CAGR of 28.2% from 2023 to 2032. Rise in the integration of facial recognition and gesture recognition techniques in these industries is further expected to propel global market growth.

Based on enterprise size, the large enterprises segment accounted for the largest share in 2022,



The image shows a report cover for the 'EMOTION AI MARKET'. It features a woman's face with a futuristic, glowing blue and white digital overlay, suggesting emotion detection or facial recognition technology. The text on the cover includes: 'EMOTION AI MARKET', 'OPPORTUNITIES AND FORECAST, 2023-2032', 'Emotion ai market is expected to reach \$13.8 Billion in 2032', 'Growing at a CAGR of 22.7% (2023-2032)', and 'Report Code: A231628, www.alliedmarketresearch.com'. The Allied Market Research logo is in the top right corner. Below the image, the text 'Emotion AI Market' is written.

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Based on component, the software segment held the highest market share in 2022, accounting for more than two-thirds of the emotion AI market revenue and is estimated to maintain its leadership status throughout the forecast period. The surge in technological breakthroughs in several industries has proliferated numerous opportunities for the software segment in the market. However, the service segment is expected to portray the largest CAGR of 25.4% from 2023 to 2032 and is projected to maintain its lead position during the forecast period. As emotion AI services are increasingly implemented in various industries.

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AI in Medical Imaging Market - <https://www.globenewswire.com/news-release/2023/10/10/2757138/0/en/AI-in-Medical-Imaging-Market-to-Reach-29-8-Billion-Globally-by-2032-at-32-1-CAGR-Allied-Market-Research.html>

AI in IoT Market - <https://www.globenewswire.com/news-release/2023/07/19/2707378/0/en/AI-in-IoT-Market-to-Reach-91-7-Billion-by-2032-at-24-8-CAGR-Allied-Market-Research.html>

AI Orchestration Market - <https://www.globenewswire.com/news-release/2023/01/31/2598443/0/en/AI-Orchestration-Market-is-Expected-to-Reach-35-2-Billion-by-2031-Says-AMR.html>

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