# The rise of emotion analytics and Device as a Service in business technology



The landscape of business technology is evolving rapidly with the emergence of artificial intelligence (AI) and machine learning, particularly in the realms of emotion analytics and Device as a Service (DaaS). These innovative solutions are designed to support businesses in understanding and managing customer interactions more effectively, while also streamlining IT processes.

The emotion analytics market has been expanding significantly, with its value estimated at USD 3.6 billion in 2023 and projected to reach USD 10.1 billion by 2030, growing at a compound annual growth rate (CAGR) of 15.9% through the forecast period of 2023-2030. This growth is driven by businesses' increasing recognition of the critical role emotions play in influencing consumer behaviour and overall business outcomes. Speaking to Industry Today, the MarketDigits report highlights that emotion analytics technologies leverage advanced tools such as facial recognition, voice analysis, and other biometric indicators to detect and interpret human emotions, proving valuable for customer experience management and decision-making across multiple sectors, including retail, healthcare, and media.

In particular, the healthcare sector is integrating emotion analytics to monitor and improve patient well-being, ultimately allowing providers to personalise treatment plans. This integration enhances the overall satisfaction and experience of patients by enabling healthcare professionals to assess emotional responses alongside physical health indicators. As businesses recognise the benefits of emotional intelligence in maintaining competitive advantages, the market's potential for growth remains substantial, albeit tempered by challenges surrounding data privacy and ethical considerations.

Simultaneously, the DaaS market is evidencing substantial growth, with a valuation of USD 61.49 billion in 2023 and projections indicating a remarkable increase to USD 638.88 billion by 2032, a staggering CAGR of 39.71% anticipated during the same period. This model allows businesses to procure hardware and software services on a subscription basis, which enhances cost efficiency, scalability, and IT management. As organisations increasingly adopt cloud-based solutions and subscription models, DaaS has gained prominence, particularly in response to the rising demand for remote work solutions triggered by the COVID-19 pandemic.

One of the primary advantages of DaaS is its capacity to reduce the demands placed on internal IT resources, allowing businesses to focus on strategic priorities while ensuring regular updates and maintenance for their technology. North America currently dominates the DaaS market, thanks to its robust technological infrastructure and high demand from the IT and telecommunications sectors. However, the Asia-Pacific region is poised for rapid growth as SMEs seek affordable and scalable IT solutions to manage their operations efficiently.

The device category is expected to hold the largest market share within the DaaS sector, particularly focused on offerings such as desktops and laptops tailored for various operational needs. As businesses look to enhance their device and IT management strategies, the DaaS model presents both an opportunity and a flexible approach to addressing technology requirements.

Recent industry collaborations underscore the continued evolution in both markets. For example, Capillary Technologies recently partnered with ELI, an emotional data intelligence company, to leverage emotional insights for customer loyalty strategies. Similarly, Microsoft expanded its DaaS offerings into additional markets, and HP integrated advanced cybersecurity features into its DaaS solutions through a partnership with CrowdStrike.

In conclusion, both the emotion analytics and Device as a Service markets are positioned for significant growth, driven by technological advancements and evolving business needs. Companies are increasingly integrating these solutions into their operations, reflecting a strategic shift towards data-driven decision-making and adaptive business models that address the demands of a rapidly changing marketplace.

Source: [Noah Wire Services](https://www.noahwire.com)

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