

13-06-2025

Summary of the results of the 1st questionnaire for the Market Analysis

Summary of the results of the 1st questionnaire

Contractual Date: 31-01-2025

Grant Agreement No.: 101123289

Authors: Teresa Colombi, Jean Piroddi, Jean Martinet, Françoise Baude, Marco Roveri

Abstract

This document summarizes the results of the first questionnaire for the market analysis carried out in WP1.

Versioning and contribution history

Version	Date	Authors	Notes
0.1	11/06/2025	Teresa Colombi, Jean Piroddi, Jean Martinet, Francoise	First version.
0.2	13/06/2025	Marco Roveri	Put in the EMA4EU template.



Versioning and contribution history.....	2
Project Abstract	4
Executive Summary	4
1. Market analysis results	5
Specialize in Emotion AI: a winning choice?	5
Why human emotions are important in AI field?	5
Emotion AI: a growing market full of opportunities.....	6
Emotion AI and the European market: our insights.....	6
How to be trained to Emotion AI?	7



Project Abstract

Emotion Artificial Intelligence specialists for Europe (EMAI4EU) aims to train the next generation of specialists and innovators in Emotion Artificial Intelligence in Europe. EMAI4EU will achieve this goal by designing and delivering a double-degree master's programme (ISCED Level 7, 120 ECTS) in Artificial Intelligence with a specialisation in Emotion Artificial Intelligence and a minor in Innovation and Entrepreneurship.

The master's programme has been designed and created by 8 higher education institutions from 5 different countries, together with 4 innovative SMEs, a leading research centre in AI and EIT Digital, a pan-European organisation with experience in delivering education programmes in advanced digital skills across Europe. EMAI4EU master's programme will foster strong interactions and mobility between academia and business, strengthen knowledge triangle integration, promote entrepreneurship, foster inclusiveness, and boost the growth of the existing EIT Digital ecosystem, one of the largest digital ecosystems in Europe.

In addition to the specialised master's programme, EMAI4EU partners will develop and deploy self-standing learning modules on topics related to Artificial Intelligence and Emotion Artificial Intelligence. These modules will result in a set of certifications in advanced digital skills released by participating higher education institutions and EIT Digital. In line with the goals of the Digital Compass and New European Innovation Agenda, EMAI4EU will train more than 1000 participants across four years and contribute to reducing the gap in advanced digital skills in Europe and increasing Europe's competitiveness in a key digital technology domain such as Artificial Intelligence.

Finally, it is important to highlight the added value of this project: several isolated courses on Emotion AI can be identified in some European universities, but a master's programme in AI with a specialisation in Emotion AI has not been available on the EU market.

Executive Summary

This document summarizes the results of the first questionnaire for the market analysis carried out in WP1.

1. Market analysis results

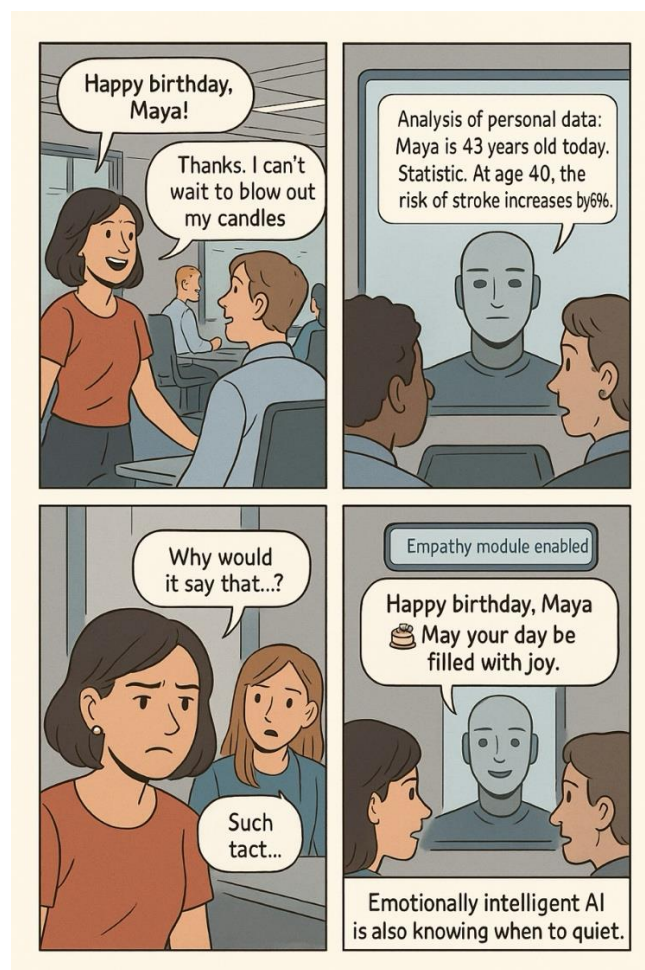
Specialize in Emotion AI: a winning choice?

Emotion Artificial Intelligence specialists for Europe (EMAI4EU) aims to **train the next generation of specialists and innovators in Emotion Artificial Intelligence** across Europe. EMAI4EU will achieve this goal by designing and delivering a double-degree master's programme (ISCED Level 7, 120 ECTS) in Artificial Intelligence, with a specialization in Emotion Artificial Intelligence and a minor in Innovation and Entrepreneurship.

The master's programme has been developed by EMAI4EU, a consortium of eight higher education institutions from five different countries, in collaboration with four innovative SMEs, a leading AI research centre, and EIT Digital—a pan-European organization with extensive experience in delivering advanced digital skills education programmes across Europe.

Why human emotions are important in AI field?

AI is in our daily lives, but is its presence always aligned with the way we think? Or it could be improved?



In fact, understanding, anticipating and exploiting human emotions is a great way to imagine the future of AI based systems. Emotional AI is a way to **drive smarter business decisions, enhance customer experiences** and **stay ahead in today's competitive market**. This trend is expected to grow to over **\$90 billions by 2030**.

Emotion AI: a growing market full of opportunities

GAFAM companies—Google, Apple, Facebook (now Meta), Amazon, and Microsoft—are actively investing in emotional artificial intelligence (emotional AI). Their strategies include both **internal research** and **significant acquisitions** of startups specializing in emotion recognition, sentiment analysis, and related technologies.

This trend underscores the need for universities to offer **specialized training and degrees** that address the evolving demands of the job market.

To better understand and respond to these needs, the EMAI4EU consortium conducted a survey in 2024 to tailor specific programs to the expectations of European companies. We collected information from across Europe, gathering insights from companies of all sizes and from various technology sectors.

Emotion AI and the European market: our insights

Although our analysis shows that AI is already widely used by companies and individuals (75.7% of respondents already use AI-based text generation, image generation, and similar technologies), **55.9% of those surveyed had never heard of Emotion AI before taking the survey**. Europe appears to be lagging behind American companies in this area.

However, professionals who are already familiar with this evolution in AI highlight several competitive advantages of Emotion AI:

- 55% say Emotion AI contributes to **enhanced user experience**,
- 53.2% report increased **personalized interactions**,
- 45.9% note **improved customer satisfaction**.

The market expects several applications to benefit from these advantages, including:

- **mental health support** (39.6%),
- **better decision-making** (36%),
- **enhanced productivity** (33.3%),
- **reduced stress levels** (27.9%),
- greater **empathy** in various services (24.3%).



How to be trained to Emotion AI?

Despite the growing market, **only 8.1% of respondents have already received training in Emotion AI**, while more than 60% expressed interest in doing so. This highlights a significant demand for formal training programs in Emotion AI.

According to our survey, the skill set required for an Emotion AI expert is broad. These professionals need training in disciplines such as **Data Analysis** (47.7%), **Natural Language Processing** (47.7%), **Machine Learning** (45%), **Security and Privacy** (41.4%), as well as **Advanced User Interfaces** (27.9%) and **Uncertainty in AI** (26.1%). Additional essential skills identified include **Emotion Recognition** (72.1%), **Human Psychology** (67.6%), **Ethical Decision-Making** (49.5%), and **Communication Skills** (45%).

This is why the EMAI4EU consortium is now equipped to provide the job market with professionals specifically trained in all these areas.

If you want more information about the proposed curricula, contact : EMAI4EU@eitdigital.eu