

Global Social Media Analytics Market Analysis and Forecast 2024-2030

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Abstracts

The goal of any business analytic tool is to analyze data and extract actionable and commercially relevant information that you can use to increase results or performance. Social media analytics is the process of gathering data from social media sites, blogs and other stakeholder conversations on digital media and processing into structured insights leading to more information-driven business decisions and increased customer centrality for brands and businesses. This process goes beyond the usual monitoring or a basic analysis of retweets or 'likes' to develop an in-depth idea of the social consumer.

Depending on the business objectives, social media analytics can take four different forms, namely, descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics.

Social media analytics is considered the basic foundation for enabling an enterprises to:

- Execute focused engagements like one-to-one and one-to-many
- Enhance social collaboration over a variety of business functions, such as customer service, marketing, support, etc.
- Maximize the customer experience

Social media is a good medium to understand real-time consumer choices, intentions and sentiments. The most prevalent application of social media analytics is to get to know the customer base on a more emotional level to help better target customer service and marketing.

According to APO Research, The global Social Media Analytics market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

The largest application of North America Social Media Analytics market is Customer Behavioral Analysis, with a share more than 25%, followed by Customer Segmentation and Targeting and Competitor Benchmarking, both share are nearly 35%. Retail is the largest end user, with over than 40% market share.

Report Includes

This report presents an overview of global market for Social Media Analytics, market size. Analyses of the global market trends, with historic market revenue data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Social Media Analytics, also provides the revenue of main regions and countries. Of the upcoming market potential for Social Media Analytics, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Social Media Analytics revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Social Media Analytics market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, revenue, and growth rate, from 2019 to 2030. Evaluation and forecast the market size for Social Media Analytics revenue, projected growth trends, production technology, application and end-user industry.

Descriptive company profiles of the major global players, including IBM, Oracle, Salesforce, Adobe Systems, SAS Institute, Clarabridge, Netbase Solutions, Brandwatch and Talkwalker, etc.

Social Media Analytics segment by Company

IBM

Oracle

Salesforce

Adobe Systems

SAS Institute

Clarabridge

Netbase Solutions

Brandwatch

Talkwalker

GoodData

Crimson Hexagon

Simply Measured

Sysomos

Digimind

Unmetric

Cision US

Social Media Analytics segment by Type

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking

Customer Behavioral Analysis

Marketing Measurement

Social Media Analytics segment by Application

Banking, Financial Services and Insurance (BFSI)

Telecommunications and IT

Retail

Healthcare

Government

Media and Entertainment

Transportation and Logistics

Others

Social Media Analytics segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Colombia

Middle East & Africa

Turkey

Saudi Arabia

UAE

Study Objectives

1. To analyze and research the global status and future forecast, involving growth rate (CAGR), market share, historical and forecast.
2. To present the key players, revenue, market share, and Recent Developments.
3. To split the breakdown data by regions, type, manufacturers, and Application.
4. To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints, and risks.
5. To identify significant trends, drivers, influence factors in global and regions.
6. To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Social Media Analytics market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Social Media Analytics and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in market size), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market.
5. This report helps stakeholders to gain insights into which regions to target globally.
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Social Media Analytics.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 3: Revenue of Social Media Analytics in global and regional level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 4: Detailed analysis of Social Media Analytics company competitive landscape, revenue, market share and industry ranking, latest development plan, merger, and acquisition information, etc.

Chapter 5: Provides the analysis of various market segments by type, covering the

revenue, and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 6: Provides the analysis of various market segments by application, covering the revenue, and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 7: Provides profiles of key companies, introducing the basic situation of the main companies in the market in detail, including product descriptions and specifications, Social Media Analytics revenue, gross margin, and recent development, etc.

Chapter 8: North America (US & Canada) by type, by application and by country, revenue for each segment.

Chapter 9: Europe by type, by application and by country, revenue for each segment.

Chapter 10: China type, by application, revenue for each segment.

Chapter 11: Asia (excluding China) type, by application and by region, revenue for each segment.

Chapter 12: Middle East, Africa, and Latin America type, by application and by country, revenue for each segment.

Chapter 13: The main concluding insights of the report.

Chapter 13: The main concluding insights of the report.

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Social Media Analytics Market by Type
 - 1.2.1 Global Social Media Analytics Market Size by Type, 2019 VS 2023 VS 2030
 - 1.2.2 Customer Segmentation and Targeting
 - 1.2.3 Multichannel Campaign Management
 - 1.2.4 Competitor Benchmarking
 - 1.2.5 Customer Behavioral Analysis
 - 1.2.6 Marketing Measurement
- 1.3 Social Media Analytics Market by Application
 - 1.3.1 Global Social Media Analytics Market Size by Application, 2019 VS 2023 VS 2030
 - 1.3.2 Banking, Financial Services and Insurance (BFSI)
 - 1.3.3 Telecommunications and IT
 - 1.3.4 Retail
 - 1.3.5 Healthcare
 - 1.3.6 Government
 - 1.3.7 Media and Entertainment
 - 1.3.8 Transportation and Logistics
 - 1.3.9 Others
- 1.4 Assumptions and Limitations
- 1.5 Study Goals and Objectives

2 SOCIAL MEDIA ANALYTICS MARKET DYNAMICS

- 2.1 Social Media Analytics Industry Trends
- 2.2 Social Media Analytics Industry Drivers
- 2.3 Social Media Analytics Industry Opportunities and Challenges
- 2.4 Social Media Analytics Industry Restraints

3 GLOBAL GROWTH PERSPECTIVE

- 3.1 Global Social Media Analytics Market Perspective (2019-2030)
- 3.2 Global Social Media Analytics Growth Trends by Region
 - 3.2.1 Global Social Media Analytics Market Size by Region: 2019 VS 2023 VS 2030
 - 3.2.2 Global Social Media Analytics Market Size by Region (2019-2024)

3.2.3 Global Social Media Analytics Market Size by Region (2025-2030)

4 COMPETITIVE LANDSCAPE BY PLAYERS

4.1 Global Social Media Analytics Revenue by Players

4.1.1 Global Social Media Analytics Revenue by Players (2019-2024)

4.1.2 Global Social Media Analytics Revenue Market Share by Players (2019-2024)

4.1.3 Global Social Media Analytics Players Revenue Share Top 10 and Top 5 in 2023

4.2 Global Social Media Analytics Key Players Ranking, 2022 VS 2023 VS 2024

4.3 Global Social Media Analytics Key Players Headquarters & Area Served

4.4 Global Social Media Analytics Players, Product Type & Application

4.5 Global Social Media Analytics Players Commercialization Time

4.6 Market Competitive Analysis

4.6.1 Global Social Media Analytics Market CR5 and HHI

4.6.2 Global Top 5 and 10 Social Media Analytics Players Market Share by Revenue in 2023

4.6.3 2023 Social Media Analytics Tier 1, Tier 2, and Tier

5 SOCIAL MEDIA ANALYTICS MARKET SIZE BY TYPE

5.1 Global Social Media Analytics Revenue by Type (2019 VS 2023 VS 2030)

5.2 Global Social Media Analytics Revenue by Type (2019-2030)

5.3 Global Social Media Analytics Revenue Market Share by Type (2019-2030)

6 SOCIAL MEDIA ANALYTICS MARKET SIZE BY APPLICATION

6.1 Global Social Media Analytics Revenue by Application (2019 VS 2023 VS 2030)

6.2 Global Social Media Analytics Revenue by Application (2019-2030)

6.3 Global Social Media Analytics Revenue Market Share by Application (2019-2030)

7 COMPANY PROFILES

7.1 IBM

7.1.1 IBM Company Information

7.1.2 IBM Business Overview

7.1.3 IBM Social Media Analytics Revenue and Gross Margin (2019-2024)

7.1.4 IBM Social Media Analytics Product Portfolio

7.1.5 IBM Recent Developments

7.2 Oracle

- 7.2.1 Oracle Comapny Information
- 7.2.2 Oracle Business Overview
- 7.2.3 Oracle Social Media Analytics Revenue and Gross Margin (2019-2024)
- 7.2.4 Oracle Social Media Analytics Product Portfolio
- 7.2.5 Oracle Recent Developments
- 7.3 Salesforce
 - 7.3.1 Salesforce Comapny Information
 - 7.3.2 Salesforce Business Overview
 - 7.3.3 Salesforce Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.3.4 Salesforce Social Media Analytics Product Portfolio
 - 7.3.5 Salesforce Recent Developments
- 7.4 Adobe Systems
 - 7.4.1 Adobe Systems Comapny Information
 - 7.4.2 Adobe Systems Business Overview
 - 7.4.3 Adobe Systems Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.4.4 Adobe Systems Social Media Analytics Product Portfolio
 - 7.4.5 Adobe Systems Recent Developments
- 7.5 SAS Institute
 - 7.5.1 SAS Institute Comapny Information
 - 7.5.2 SAS Institute Business Overview
 - 7.5.3 SAS Institute Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.5.4 SAS Institute Social Media Analytics Product Portfolio
 - 7.5.5 SAS Institute Recent Developments
- 7.6 Clarabridge
 - 7.6.1 Clarabridge Comapny Information
 - 7.6.2 Clarabridge Business Overview
 - 7.6.3 Clarabridge Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.6.4 Clarabridge Social Media Analytics Product Portfolio
 - 7.6.5 Clarabridge Recent Developments
- 7.7 Netbase Solutions
 - 7.7.1 Netbase Solutions Comapny Information
 - 7.7.2 Netbase Solutions Business Overview
 - 7.7.3 Netbase Solutions Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.7.4 Netbase Solutions Social Media Analytics Product Portfolio
 - 7.7.5 Netbase Solutions Recent Developments
- 7.8 Brandwatch
 - 7.8.1 Brandwatch Comapny Information
 - 7.8.2 Brandwatch Business Overview

- 7.8.3 Brandwatch Social Media Analytics Revenue and Gross Margin (2019-2024)
- 7.8.4 Brandwatch Social Media Analytics Product Portfolio
- 7.8.5 Brandwatch Recent Developments
- 7.9 Talkwalker
 - 7.9.1 Talkwalker Company Information
 - 7.9.2 Talkwalker Business Overview
 - 7.9.3 Talkwalker Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.9.4 Talkwalker Social Media Analytics Product Portfolio
 - 7.9.5 Talkwalker Recent Developments
- 7.10 GoodData
 - 7.10.1 GoodData Company Information
 - 7.10.2 GoodData Business Overview
 - 7.10.3 GoodData Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.10.4 GoodData Social Media Analytics Product Portfolio
 - 7.10.5 GoodData Recent Developments
- 7.11 Crimson Hexagon
 - 7.11.1 Crimson Hexagon Company Information
 - 7.11.2 Crimson Hexagon Business Overview
 - 7.11.3 Crimson Hexagon Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.11.4 Crimson Hexagon Social Media Analytics Product Portfolio
 - 7.11.5 Crimson Hexagon Recent Developments
- 7.12 Simply Measured
 - 7.12.1 Simply Measured Company Information
 - 7.12.2 Simply Measured Business Overview
 - 7.12.3 Simply Measured Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.12.4 Simply Measured Social Media Analytics Product Portfolio
 - 7.12.5 Simply Measured Recent Developments
- 7.13 Sysomos
 - 7.13.1 Sysomos Company Information
 - 7.13.2 Sysomos Business Overview
 - 7.13.3 Sysomos Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.13.4 Sysomos Social Media Analytics Product Portfolio
 - 7.13.5 Sysomos Recent Developments
- 7.14 Digimind
 - 7.14.1 Digimind Company Information
 - 7.14.2 Digimind Business Overview
 - 7.14.3 Digimind Social Media Analytics Revenue and Gross Margin (2019-2024)

- 7.14.4 Digimind Social Media Analytics Product Portfolio
- 7.14.5 Digimind Recent Developments
- 7.15 Unmetric
 - 7.15.1 Unmetric Company Information
 - 7.15.2 Unmetric Business Overview
 - 7.15.3 Unmetric Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.15.4 Unmetric Social Media Analytics Product Portfolio
 - 7.15.5 Unmetric Recent Developments
- 7.16 Cision US
 - 7.16.1 Cision US Company Information
 - 7.16.2 Cision US Business Overview
 - 7.16.3 Cision US Social Media Analytics Revenue and Gross Margin (2019-2024)
 - 7.16.4 Cision US Social Media Analytics Product Portfolio
 - 7.16.5 Cision US Recent Developments

8 NORTH AMERICA

- 8.1 North America Social Media Analytics Revenue (2019-2030)
- 8.2 North America Social Media Analytics Revenue by Type (2019-2030)
 - 8.2.1 North America Social Media Analytics Revenue by Type (2019-2024)
 - 8.2.2 North America Social Media Analytics Revenue by Type (2025-2030)
- 8.3 North America Social Media Analytics Revenue Share by Type (2019-2030)
- 8.4 North America Social Media Analytics Revenue by Application (2019-2030)
 - 8.4.1 North America Social Media Analytics Revenue by Application (2019-2024)
 - 8.4.2 North America Social Media Analytics Revenue by Application (2025-2030)
- 8.5 North America Social Media Analytics Revenue Share by Application (2019-2030)
- 8.6 North America Social Media Analytics Revenue by Country
 - 8.6.1 North America Social Media Analytics Revenue by Country (2019 VS 2023 VS 2030)
 - 8.6.2 North America Social Media Analytics Revenue by Country (2019-2024)
 - 8.6.3 North America Social Media Analytics Revenue by Country (2025-2030)
 - 8.6.4 U.S.
 - 8.6.5 Canada

9 EUROPE

- 9.1 Europe Social Media Analytics Revenue (2019-2030)
- 9.2 Europe Social Media Analytics Revenue by Type (2019-2030)
 - 9.2.1 Europe Social Media Analytics Revenue by Type (2019-2024)

- 9.2.2 Europe Social Media Analytics Revenue by Type (2025-2030)
- 9.3 Europe Social Media Analytics Revenue Share by Type (2019-2030)
- 9.4 Europe Social Media Analytics Revenue by Application (2019-2030)
 - 9.4.1 Europe Social Media Analytics Revenue by Application (2019-2024)
 - 9.4.2 Europe Social Media Analytics Revenue by Application (2025-2030)
- 9.5 Europe Social Media Analytics Revenue Share by Application (2019-2030)
- 9.6 Europe Social Media Analytics Revenue by Country
 - 9.6.1 Europe Social Media Analytics Revenue by Country (2019 VS 2023 VS 2030)
 - 9.6.2 Europe Social Media Analytics Revenue by Country (2019-2024)
 - 9.6.3 Europe Social Media Analytics Revenue by Country (2025-2030)
 - 9.6.4 Germany
 - 9.6.5 France
 - 9.6.6 U.K.
 - 9.6.7 Italy
 - 9.6.8 Russia

10 CHINA

- 10.1 China Social Media Analytics Revenue (2019-2030)
- 10.2 China Social Media Analytics Revenue by Type (2019-2030)
 - 10.2.1 China Social Media Analytics Revenue by Type (2019-2024)
 - 10.2.2 China Social Media Analytics Revenue by Type (2025-2030)
- 10.3 China Social Media Analytics Revenue Share by Type (2019-2030)
- 10.4 China Social Media Analytics Revenue by Application (2019-2030)
 - 10.4.1 China Social Media Analytics Revenue by Application (2019-2024)
 - 10.4.2 China Social Media Analytics Revenue by Application (2025-2030)
- 10.5 China Social Media Analytics Revenue Share by Application (2019-2030)

11 ASIA (EXCLUDING CHINA)

- 11.1 Asia Social Media Analytics Revenue (2019-2030)
- 11.2 Asia Social Media Analytics Revenue by Type (2019-2030)
 - 11.2.1 Asia Social Media Analytics Revenue by Type (2019-2024)
 - 11.2.2 Asia Social Media Analytics Revenue by Type (2025-2030)
- 11.3 Asia Social Media Analytics Revenue Share by Type (2019-2030)
- 11.4 Asia Social Media Analytics Revenue by Application (2019-2030)
 - 11.4.1 Asia Social Media Analytics Revenue by Application (2019-2024)
 - 11.4.2 Asia Social Media Analytics Revenue by Application (2025-2030)
- 11.5 Asia Social Media Analytics Revenue Share by Application (2019-2030)

11.6 Asia Social Media Analytics Revenue by Country

11.6.1 Asia Social Media Analytics Revenue by Country (2019 VS 2023 VS 2030)

11.6.2 Asia Social Media Analytics Revenue by Country (2019-2024)

11.6.3 Asia Social Media Analytics Revenue by Country (2025-2030)

11.6.4 Japan

11.6.5 South Korea

11.6.6 India

11.6.7 Australia

11.6.8 China Taiwan

11.6.9 Southeast Asia

12 MIDDLE EAST, AFRICA, LATIN AMERICA

12.1 MEALA Social Media Analytics Revenue (2019-2030)

12.2 MEALA Social Media Analytics Revenue by Type (2019-2030)

12.2.1 MEALA Social Media Analytics Revenue by Type (2019-2024)

12.2.2 MEALA Social Media Analytics Revenue by Type (2025-2030)

12.3 MEALA Social Media Analytics Revenue Share by Type (2019-2030)

12.4 MEALA Social Media Analytics Revenue by Application (2019-2030)

12.4.1 MEALA Social Media Analytics Revenue by Application (2019-2024)

12.4.2 MEALA Social Media Analytics Revenue by Application (2025-2030)

12.5 MEALA Social Media Analytics Revenue Share by Application (2019-2030)

12.6 MEALA Social Media Analytics Revenue by Country

12.6.1 MEALA Social Media Analytics Revenue by Country (2019 VS 2023 VS 2030)

12.6.2 MEALA Social Media Analytics Revenue by Country (2019-2024)

12.6.3 MEALA Social Media Analytics Revenue by Country (2025-2030)

12.6.4 Mexico

12.6.5 Brazil

12.6.6 Israel

12.6.7 Argentina

12.6.8 Colombia

12.6.9 Turkey

12.6.10 Saudi Arabia

12.6.11 UAE

13 CONCLUDING INSIGHTS

14 APPENDIX

14.1 Reasons for Doing This Study

14.2 Research Methodology

14.3 Research Process

14.4 Authors List of This Report

14.5 Data Source

14.5.1 Secondary Sources

14.5.2 Primary Sources

14.6 Disclaimer

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