

# **Global AI in Social Media Market Size study & Forecast, by Technology (Machine Learning, Deep Learning, NLP), by Application (Customer Experience Management, Sales and Marketing, Predictive Risk Assessment) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global AI in Social Media Market is valued at approximately USD 1278 million in 2022 and is anticipated to grow with a healthy growth rate of more than 28.70% over the forecast period 2023-2030. AI in Social Media means the utilization and integration of AI technology in different types of social media platforms. The factor that drives the growth of the market is an increase in the number of users on social media as it propels companies to employ their AI services in social media. As per Statista, the number of users on social media was around 4.26 billion in 2021 and an increase in the number of users on social media is expected to drive the growth of AI in the Social Media Market. The other factor that drives the growth of the market is an increase in the integration of AI in social media for effective advertising as there are a lot of users on these platforms and these platforms act as the effective way for advertising as they are integrated with AI which propels the growth of AI in social media. However, the limited number of experts in Artificial Intelligence stifles the growth of the AI in Social Media Market.

The growth opportunity factor for the market is the analysis of real-time sentiments as AI can be used to understand the sentiments of social media posts. There is a good opportunity for several companies to monitor the sentiments of social media posts towards the public. The other opportunity for the market is an analysis of social media influencers as influencer marketing is on the rise and AI tools can help businesses to find suitable influencers for their business. As per Statista, the global market for influencer marketing in 2022 was around USD 16.4 billion and it is expected to increase on a YoY basis which can act as a growth opportunity for the market.

The key regions considered for the Global AI in Social Media Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to reasons such as a rise in government support for consent with regulations and there is an expansion of the presence of social media solution providers in AI. Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as the rapid growth of the e-commerce industry in the region which enabled the increase in demand of AI-powered tools which are there for social media.

Major market player included in this report are:

Microsoft Corporation

Google LLC

Amazon Web Services Inc.

Adobe Inc.

Meta Platforms Inc.

International Business Machines Corporation

Snap Inc.

Salesforce Inc.

Hootsuite Inc.

Twitter Inc.

Recent Developments in the Market:

In October 2022, Meta declared a partnership with Microsoft to offer customers distinctive services in a range of industries, such as gaming and the future of work. As part of this partnership, Microsoft is expected to release Microsoft 365 apps for Meta Quest devices, which can enable its users to engage with material from workplace applications such as Excel, Word, Outlook, PowerPoint, and SharePoint in virtual reality (VR).

In Aug 2022, Veritone, Inc., the maker of the hyper-extensive corporate artificial intelligence (AI) platform aiWARE, announced an extension of its partnership with Amazon Web Services (AWS) to improve the service of its Media & Entertainment (M&E) clients.

Global AI in Social Media Battery Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape,

Growth factors, and Trends

Segments Covered – Technology, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Technology:

Machine Learning

Deep Learning

NLP

By Application:

Customer Experience Management

Sales and Marketing

Predictive Risk Assessment

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC

Latin America  
Brazil  
Mexico

Middle East & Africa  
Saudi Arabia  
South Africa  
Rest of Middle East & Africa

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