

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

<https://marketpublishers.com/r/G6817E506E59EN.html>

Date: May 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G6817E506E59EN

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Million)
 - 1.2.1. AI in Social Media Market, by Region, 2020-2030 (USD Million)
 - 1.2.2. AI in Social Media Market, by Technology, 2020-2030 (USD Million)
 - 1.2.3. AI in Social Media Market, by Application, 2020-2030 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL AI IN SOCIAL MEDIA MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Application Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL AI IN SOCIAL MEDIA MARKET DYNAMICS

- 3.1. AI in Social Media Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increase in number of users on social media
 - 3.1.1.2. Increase in integration of AI in social media for effective advertising
 - 3.1.2. Market Challenges
 - 3.1.2.1. Limited number of experts in AI
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Analysis of real-time sentiments
 - 3.1.3.2. Analysis of social media influencers for influencer marketing

CHAPTER 4. GLOBAL AI IN SOCIAL MEDIA MARKET APPLICATION ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Application Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL AI IN SOCIAL MEDIA MARKET, BY TECHNOLOGY

- 5.1. Market Snapshot
- 5.2. Global AI in Social Media Market by Technology, Performance - Potential Analysis
- 5.3. Global AI in Social Media Market Estimates & Forecasts by Technology 2020-2030 (USD Million)
- 5.4. AI in Social Media Market, Sub Segment Analysis
 - 5.4.1. Machine Learning
 - 5.4.2. Deep Learning
 - 5.4.3. NLP

CHAPTER 6. GLOBAL AI IN SOCIAL MEDIA MARKET, BY APPLICATION

- 6.1. Market Snapshot
- 6.2. Global AI in Social Media Market by Application, Performance - Potential Analysis
- 6.3. Global AI in Social Media Market Estimates & Forecasts by Application 2020-2030 (USD Million)
- 6.4. AI in Social Media Market, Sub Segment Analysis
 - 6.4.1. Customer Experience Management
 - 6.4.2. Sales and Marketing
 - 6.4.3. Predictive Risk Assessment

CHAPTER 7. GLOBAL AI IN SOCIAL MEDIA MARKET, REGIONAL ANALYSIS

- 7.1. Top Leading Countries
- 7.2. Top Emerging Countries
- 7.3. AI in Social Media Market, Regional Market Snapshot
- 7.4. North America AI in Social Media Market
 - 7.4.1. U.S. AI in Social Media Market
 - 7.4.1.1. Technology breakdown estimates & forecasts, 2020-2030
 - 7.4.1.2. Application breakdown estimates & forecasts, 2020-2030
 - 7.4.2. Canada AI in Social Media Market
- 7.5. Europe AI in Social Media Market Snapshot
 - 7.5.1. U.K. AI in Social Media Market
 - 7.5.2. Germany AI in Social Media Market
 - 7.5.3. France AI in Social Media Market
 - 7.5.4. Spain AI in Social Media Market
 - 7.5.5. Italy AI in Social Media Market
 - 7.5.6. Rest of Europe AI in Social Media Market
- 7.6. Asia-Pacific AI in Social Media Market Snapshot
 - 7.6.1. China AI in Social Media Market
 - 7.6.2. India AI in Social Media Market
 - 7.6.3. Japan AI in Social Media Market
 - 7.6.4. Australia AI in Social Media Market
 - 7.6.5. South Korea AI in Social Media Market
 - 7.6.6. Rest of Asia Pacific AI in Social Media Market
- 7.7. Latin America AI in Social Media Market Snapshot
 - 7.7.1. Brazil AI in Social Media Market
 - 7.7.2. Mexico AI in Social Media Market
- 7.8. Middle East & Africa AI in Social Media Market
 - 7.8.1. Saudi Arabia AI in Social Media Market
 - 7.8.2. South Africa AI in Social Media Market
 - 7.8.3. Rest of Middle East & Africa AI in Social Media Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Company
 - 8.1.2. Company
 - 8.1.3. Company

8.2. Top Market Strategies

8.3. Company Profiles

8.3.1. Microsoft Corporation

8.3.1.1. Key Information

8.3.1.2. Overview

8.3.1.3. Financial (Subject to Data Availability)

8.3.1.4. Product Summary

8.3.1.5. Recent Developments

8.3.2. Google LLC

8.3.3. Amazon Web Services Inc.

8.3.4. Adobe Inc.

8.3.5. Meta Platforms Inc.

8.3.6. International Business Machines Corporation

8.3.7. Snap Inc.

8.3.8. Salesforce Inc.

8.3.9. Hootsuite Inc.

8.3.10. Twitter Inc.

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

9.3. Research Assumption

List Of Tables

LIST OF TABLES

- TABLE 1. Global AI in Social Media Market, report scope
- TABLE 2. Global AI in Social Media Market estimates & forecasts by Region 2020-2030 (USD Million)
- TABLE 3. Global AI in Social Media Market estimates & forecasts by Technology 2020-2030 (USD Million)
- TABLE 4. Global AI in Social Media Market estimates & forecasts by Application 2020-2030 (USD Million)
- TABLE 5. Global AI in Social Media Market by segment, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 6. Global AI in Social Media Market by region, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 7. Global AI in Social Media Market by segment, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 8. Global AI in Social Media Market by region, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 9. Global AI in Social Media Market by segment, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 10. Global AI in Social Media Market by region, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 11. Global AI in Social Media Market by segment, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 12. Global AI in Social Media Market by region, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 13. Global AI in Social Media Market by segment, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 14. Global AI in Social Media Market by region, estimates & forecasts, 2020-2030 (USD Million)
- TABLE 15. U.S. AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)
- TABLE 16. U.S. AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)
- TABLE 17. U.S. AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)
- TABLE 18. Canada AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 19. Canada AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 20. Canada AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 21. UK AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 22. UK AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 23. UK AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 24. Germany AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 25. Germany AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 26. Germany AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 27. France AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 28. France AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 29. France AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 30. Italy AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 31. Italy AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 32. Italy AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 33. Spain AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 34. Spain AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 35. Spain AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 36. RoE AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 37. RoE AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 38. RoE AI in Social Media Market estimates & forecasts by segment

2020-2030 (USD Million)

TABLE 39. China AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 40. China AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 41. China AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 42. India AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 43. India AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 44. India AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 45. Japan AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 46. Japan AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 47. Japan AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 48. South Korea AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 49. South Korea AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 50. South Korea AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 51. Australia AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 52. Australia AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 53. Australia AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 54. RoAPAC AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 55. RoAPAC AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 56. RoAPAC AI in Social Media Market estimates & forecasts by segment 2020-2030 (USD Million)

TABLE 57. Brazil AI in Social Media Market estimates & forecasts, 2020-2030 (USD Million)

TABLE 58. Brazil AI in Social Media Market estimates & forecasts by segment
2020-2030 (USD Million)

TABLE 59. Brazil AI in Social Media Market estimates & forecasts by segment
2020-2030 (USD Million)

TABLE 60. Mexico AI in Social Media Market estimates & forecasts, 2020-2030 (USD
Million)

TABLE 61. Mexico AI in Social Media Market estimates & forecasts by segment
2020-2030 (USD Million)

TABLE 62. Mexico AI in Social Media Market estimates & forecasts by segment
2020-2030 (USD Million)

TABLE 63. RoLA AI in Social Media Market estimates & forecasts, 2020-2030 (USD
Million)

TABLE 64. RoLA AI in Social Media Market estimates & forecasts by segment
2020-2030 (USD Million)

TABLE 65. RoLA AI in Social Media Market estimates & forecasts by segment
2020-2030 (USD Million)

TABLE 66. Saudi Arabia AI in Social Media Market estimates & forecasts, 2020-2030
(USD Million)

TABLE 67. South Africa AI in Social Media Market estimates & forecasts by segment
2020-2030 (USD Million)

TABLE 68. RoMEA AI in Social Media Market estimates & forecasts by segment
2020-2030 (USD Million)

TABLE 69. List of secondary sources, used in the study of global AI in Social Media
Market

TABLE 70. List of primary sources, used in the study of global AI in Social Media Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final
deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global AI in Social Media Market, research methodology
 - FIG 2. Global AI in Social Media Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global AI in Social Media Market, key trends 2022
 - FIG 5. Global AI in Social Media Market, growth prospects 2023-2030
 - FIG 6. Global AI in Social Media Market, porters 5 force model
 - FIG 7. Global AI in Social Media Market, pest analysis
 - FIG 8. Global AI in Social Media Market, value chain analysis
 - FIG 9. Global AI in Social Media Market by segment, 2020 & 2030 (USD Million)
 - FIG 10. Global AI in Social Media Market by segment, 2020 & 2030 (USD Million)
 - FIG 11. Global AI in Social Media Market by segment, 2020 & 2030 (USD Million)
 - FIG 12. Global AI in Social Media Market by segment, 2020 & 2030 (USD Million)
 - FIG 13. Global AI in Social Media Market by segment, 2020 & 2030 (USD Million)
 - FIG 14. Global AI in Social Media Market, regional snapshot 2020 & 2030
 - FIG 15. North America AI in Social Media Market 2020 & 2030 (USD Million)
 - FIG 16. Europe AI in Social Media Market 2020 & 2030 (USD Million)
 - FIG 17. Asia pacific AI in Social Media Market 2020 & 2030 (USD Million)
 - FIG 18. Latin America AI in Social Media Market 2020 & 2030 (USD Million)
 - FIG 19. Middle East & Africa AI in Social Media Market 2020 & 2030 (USD Million)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/G6817E506E59EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G6817E506E59EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970