

# **Global Media Monitoring Tools Market Size study, by Component (Software, Services) by Enterprise Size (SMEs, Large Enterprise) by Industry (IT and Telecom, Hospitality, BFSI, Healthcare, Retail and E-commerce, Media and Entertainment, Manufacturing) and Regional Forecasts 2021-2027**

<https://marketpublishers.com/r/G0AF437912F6EN.html>

Date: December 2021

Pages: 200

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

ID: G0AF437912F6EN

## **Abstracts**

Global Media Monitoring Tools Market is valued approximately USD XXXX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XXXX % over the forecast period 2021-2027. Media Monitoring Tools basically allows you to track topics across print, online and broadcast media output. It is the process of monitoring media outlets in search of pieces of information mentioning particular topics. Information found in the media can have commercial, business, or scientific value. The increasing digitalization is driving the growth for the media monitoring tool market. For Instance: as per OECD, Internet traffic in some countries increased by up to 60% shortly after the outbreak (OECD, 2020a), underscoring the digital acceleration. Furthermore, increase in number of social media subscriber on various social media platforms and rise in penetration of smartphones is also likely to positively impact the growth of the market. For instance: as per Statista, in 2020, the global social penetration rate reached 49 percent. Also, increase in investment and organization spending in media is expected to create various new opportunity for the media monitoring tool market. However, increase in issues related to network security is expected to act as the major limitations for the growth of media monitoring tools market in the forecasted period.

The key regions considered for the global Media Monitoring Tools market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading region across the world in terms of market share owing to the increasing

industrialization and urbanization across the region. And the growth in automotive sector is also complimenting the market growth. Whereas, Asia-Pacific is anticipated to exhibit highest CAGR over the forecast period 2021-2027. Factors such as rising population enormously and growing prerequisite for safety systems are the key factors which are encouraging the growth of the market in the Asia-Pacific region.

Major market player included in this report are:

Alphabet Inc.

Oracle Corporation

Brand 24

Buffer

Hootsuite

Cision Ltd.

SentiOne

Sysomos Inc.

Factiva

Meltwater

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Component:

Software

Services

By Enterprise Size:

SMEs

Large Enterprise

By Industry:

IT and Telecom

Hospitality

BFSI

Healthcare

Retail and E-commerce

Media and Entertainment

Manufacturing

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Media Monitoring Tools Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers  
Investors

Crash barrier systems  
Lymphedema Treatment  
Media Monitoring Tools  
Automotive Connecting Rod Bearing

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
  - 1.2.1. Media Monitoring Tools Market, by Region, 2019-2027 (USD Billion)
  - 1.2.2. Media Monitoring Tools Market, by Component, 2019-2027 (USD Billion)
  - 1.2.3. Media Monitoring Tools Market, by Enterprise Size, 2019-2027 (USD Billion)
  - 1.2.4. Media Monitoring Tools Market, by Industry, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL MEDIA MONITORING TOOLS MARKET DEFINITION AND SCOPE**

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

### **CHAPTER 3. GLOBAL MEDIA MONITORING TOOLS MARKET DYNAMICS**

- 3.1. Media Monitoring Tools Market Impact Analysis (2019-2027)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing digitalization
    - 3.1.1.2. Increasing number of social media subscribers
  - 3.1.2. Market Challenges
    - 3.1.2.1. Increasing issues related to the network
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasing investment in media

### **CHAPTER 4. GLOBAL MEDIA MONITORING TOOLS MARKET INDUSTRY 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
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

## **CHAPTER 6. GLOBAL MEDIA MONITORING TOOLS MARKET, BY COMPONENT**

- 6.1. Market Snapshot
- 6.2. Global Media Monitoring Tools Market by Component, Performance - Potential Analysis
- 6.3. Global Media Monitoring Tools Market Estimates & Forecasts by Component 2018-2027 (USD Billion)
- 6.4. Media Monitoring Tools Market, Sub Segment Analysis
  - 6.4.1. Software
  - 6.4.2. Services

## **CHAPTER 7. GLOBAL MEDIA MONITORING TOOLS MARKET, BY ENTERPRISE SIZE**

- 7.1. Market Snapshot
- 7.2. Global Media Monitoring Tools Market by Enterprise Size, Performance - Potential Analysis
- 7.3. Global Media Monitoring Tools Market Estimates & Forecasts by Enterprise Size

2018-2027 (USD Billion)

7.4. Media Monitoring Tools Market, Sub Segment Analysis

7.4.1. SMEs

7.4.2. Large Enterprise

## **CHAPTER 8. GLOBAL MEDIA MONITORING TOOLS MARKET, BY INDUSTRY**

8.1. Market Snapshot

8.2. Global Media Monitoring Tools Market by Industry, Performance - Potential Analysis

8.3. Global Media Monitoring Tools Market Estimates & Forecasts by Industry 2018-2027 (USD Billion)

8.4. Media Monitoring Tools Market, Sub Segment Analysis

8.4.1. IT and Telecom

8.4.2. Hospitality

8.4.3. BFSI

8.4.4. Healthcare

8.4.5. Retail and E-commerce

8.4.6. Media and Entertainment

8.4.7. Manufacturing

## **CHAPTER 9. GLOBAL MEDIA MONITORING TOOLS MARKET, REGIONAL ANALYSIS**

9.1. Media Monitoring Tools Market, Regional Market Snapshot

9.2. North America Media Monitoring Tools Market

9.2.1. U.S. Media Monitoring Tools Market

9.2.1.1. Component breakdown estimates & forecasts, 2018-2027

9.2.1.2. Enterprise Size breakdown estimates & forecasts, 2018-2027

9.2.1.3. Industry breakdown estimates & forecasts, 2018-2027

9.2.2. Canada Media Monitoring Tools Market

9.3. Europe Media Monitoring Tools Market Snapshot

9.3.1. U.K. Media Monitoring Tools Market

9.3.2. Germany Media Monitoring Tools Market

9.3.3. France Media Monitoring Tools Market

9.3.4. Spain Media Monitoring Tools Market

9.3.5. Italy Media Monitoring Tools Market

9.3.6. Rest of Europe Media Monitoring Tools Market

9.4. Asia-Pacific Media Monitoring Tools Market Snapshot

- 9.4.1. China Media Monitoring Tools Market
- 9.4.2. India Media Monitoring Tools Market
- 9.4.3. Japan Media Monitoring Tools Market
- 9.4.4. Australia Media Monitoring Tools Market
- 9.4.5. South Korea Media Monitoring Tools Market
- 9.4.6. Rest of Asia Pacific Media Monitoring Tools Market
- 9.5. Latin America Media Monitoring Tools Market Snapshot
  - 9.5.1. Brazil Media Monitoring Tools Market
  - 9.5.2. Mexico Media Monitoring Tools Market
- 9.6. Rest of The World Media Monitoring Tools Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Alphabet Inc.
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Oracle Corporation
  - 10.2.3. Brand
  - 10.2.4. Buffer
  - 10.2.5. Hootsuite
  - 10.2.6. Cision Ltd.
  - 10.2.7. SentiOne
  - 10.2.8. Sysomos Inc.
  - 10.2.9. Factiva
  - 10.2.10. Meltwater

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation
  - 11.1.4. Validation
  - 11.1.5. Publishing



11.2. Research Attributes

11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Media Monitoring Tools market, report scope

TABLE 2. Global Media Monitoring Tools market estimates & forecasts by Region  
2018-2027 (USD Billion)

TABLE 3. Global Media Monitoring Tools market estimates & forecasts by Component  
2018-2027 (USD Billion)

TABLE 4. Global Media Monitoring Tools market estimates & forecasts by Enterprise  
Size 2018-2027 (USD Billion)

TABLE 5. Global Media Monitoring Tools market estimates & forecasts by Industry  
2018-2027 (USD Billion)

TABLE 6. Global Media Monitoring Tools market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 7. Global Media Monitoring Tools market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 8. Global Media Monitoring Tools market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 9. Global Media Monitoring Tools market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 10. Global Media Monitoring Tools market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 11. Global Media Monitoring Tools market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 12. Global Media Monitoring Tools market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 13. Global Media Monitoring Tools market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 14. Global Media Monitoring Tools market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 15. Global Media Monitoring Tools market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 16. U.S. Media Monitoring Tools market estimates & forecasts, 2018-2027 (USD  
Billion)

TABLE 17. U.S. Media Monitoring Tools market estimates & forecasts by segment  
2018-2027 (USD Billion)

TABLE 18. U.S. Media Monitoring Tools market estimates & forecasts by segment  
2018-2027 (USD Billion)

TABLE 19. Canada Media Monitoring Tools market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 20. Canada Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 21. Canada Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 22. UK Media Monitoring Tools market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 23. UK Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 24. UK Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. Germany Media Monitoring Tools market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 26. Germany Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. Germany Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. RoE Media Monitoring Tools market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 29. RoE Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. RoE Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. China Media Monitoring Tools market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 32. China Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. China Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. India Media Monitoring Tools market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 35. India Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. India Media Monitoring Tools market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. Japan Media Monitoring Tools market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 38. Japan Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 39. Japan Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 40. RoAPAC Media Monitoring Tools market estimates & forecasts, 2018-2027

(USD Billion)

TABLE 41. RoAPAC Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 42. RoAPAC Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 43. Brazil Media Monitoring Tools market estimates & forecasts, 2018-2027

(USD Billion)

TABLE 44. Brazil Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 45. Brazil Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 46. Mexico Media Monitoring Tools market estimates & forecasts, 2018-2027

(USD Billion)

TABLE 47. Mexico Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 48. Mexico Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 49. RoLA Media Monitoring Tools market estimates & forecasts, 2018-2027

(USD Billion)

TABLE 50. RoLA Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 51. RoLA Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 52. Row Media Monitoring Tools market estimates & forecasts, 2018-2027

(USD Billion)

TABLE 53. Row Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 54. Row Media Monitoring Tools market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 55. List of secondary sources, used in the study of global Media Monitoring Tools market

TABLE 56. List of primary sources, used in the study of global Media Monitoring Tools market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered



## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Media Monitoring Tools market, research methodology
- FIG 2. Global Media Monitoring Tools market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Media Monitoring Tools market, key trends 2020
- FIG 5. Global Media Monitoring Tools market, growth prospects 2021-2027
- FIG 6. Global Media Monitoring Tools market, porters 5 force model
- FIG 7. Global Media Monitoring Tools market, pest analysis
- FIG 8. Global Media Monitoring Tools market, value chain analysis
- FIG 9. Global Media Monitoring Tools market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Media Monitoring Tools market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Media Monitoring Tools market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Media Monitoring Tools market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Media Monitoring Tools market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Media Monitoring Tools market, regional snapshot 2018 & 2027
- FIG 15. North America Media Monitoring Tools market 2018 & 2027 (USD Billion)
- FIG 16. Europe Media Monitoring Tools market 2018 & 2027 (USD Billion)
- FIG 17. Asia pacific Media Monitoring Tools market 2018 & 2027 (USD Billion)
- FIG 18. Latin America Media Monitoring Tools market 2018 & 2027 (USD Billion)
- FIG 19. Global Media Monitoring Tools market, company market share analysis (2020)

## I would like to order

Product name: Global Media Monitoring Tools Market Size study, by Component (Software, Services) by Enterprise Size (SMEs, Large Enterprise) by Industry (IT and Telecom, Hospitality, BFSI, Healthcare, Retail and E-commerce, Media and Entertainment, Manufacturing) and Regional Forecasts 2021-2027

Product link: <https://marketpublishers.com/r/G0AF437912F6EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G0AF437912F6EN.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