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Global Social Media Analytics Market Size study, by Component (Solutions, Services), by Application (Sales and Marketing Management, Customer Experience Management, Competitive Intelligence, Risk Management and Fraud Detection, Public Safety and Law Enforcement, Others), by Deployment Mode (Cloud, On-premises), by Organization Size (Small and Medium-Sized Enterprises, Large Enterprises), by Analytics Type (Predictive Analytics, Prescriptive Analytics, Diagnostic Analytic, Descriptive Analytics), by Vertical (BFSI, Retail and Consumer Goods, Government and Public Sector, Healthcare and Life Sciences, IT and Telecom, Media and Entertainment, Travel and Hospitality, Others), and Regional Forecasts 2021-2027

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Abstracts

Global social media analytics market is valued approximately at USD 2.6 billion in 2020 and is anticipated to grow with a healthy growth rate of about 24.0% over the forecast period 2021-2027. Social media analytics is the ability to collect and find meaning in data which is collected from social channels in order to support business decisions. It is also used to analyze online media channels which includes blogs, news websites, and forums. The global social media analytics market is being driven by rising number of social media users and increased focus on the market and competitive intelligence.

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Furthermore, rising cloud adoption trends will provide new opportunities for the global social media analytics industry. According to Statista, the total number of social network users across the globe is expected to increase from 2.86 billion in 2017 to approximately 4.41 billion by 2025. Such growth in the penetration of social media across the globe is expected to increase the demand and adoption of social media analytics solutions and services for data analysis. Hence, this is expected to promote the market growth. However, complexities in the analytical workflow may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global social media analytics market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America accounts for the largest share in terms of market revenue in the global social media analytics market over the forecast period 2021-2027. Factors such as early and rapid adoption of new and advanced technologies, presence of majority of the key market players, technological advancements and developments, etc. contribute towards the largest market share of the region in the forecast years.

Major market player included in this report are:
IBM
Google
Oracle
Salesforce
Adobe
SAS
Clarabridge
NetbaseQuid
Digimind
Talkwalker

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:

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By Component:
Solutions
Services
By Application:
Sales and Marketing Management
Customer Experience Management
Competitive Intelligence
Risk Management and Fraud Detection
Public Safety and Law Enforcement
Others
By Deployment Mode:
Cloud
On-premises
By Organization Size:
Small and Medium-Sized Enterprises
Large Enterprises
By Analytics Type:
Predictive Analytics
Prescriptive Analytics
Diagnostic Analytic
Descriptive Analytics
By Vertical:
BFSI
Retail and Consumer Goods
Government and Public Sector
Healthcare and Life Sciences
IT and Telecom
Media and Entertainment
Travel and Hospitality
Others
By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain

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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 Social Media Analytics 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

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