

# Global Social Media Listening Market Size Study, by Solutions, by Application (Customer Experience Management, Sales And Lead Generation), by Vertical (BFSI, Retail & E-commerce), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G5FE595604DEEN.html>

Date: February 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G5FE595604DEEN

## Abstracts

The Global Social Media Listening Market was valued at approximately USD 8.15 billion in 2023 and is projected to experience significant growth at a CAGR of 14.1% during the forecast period from 2024 to 2032. With businesses increasingly relying on real-time consumer insights and digital sentiment analysis, social media listening has evolved from a supplementary marketing tool to a mission-critical component of data-driven decision-making. Organizations across industries are leveraging AI-powered analytics, NLP (Natural Language Processing), and predictive modeling to monitor online discussions, track brand perception, and refine customer engagement strategies.

The rapid proliferation of social networking platforms, influencer marketing, and digital brand interactions has fueled the demand for comprehensive social listening solutions. Businesses are shifting towards AI-based listening tools to extract actionable insights from multi-platform engagements, helping them gauge consumer sentiment, detect emerging trends, and optimize marketing campaigns in real time. Additionally, growing investment in customer experience (CX) solutions has further accelerated the adoption of social media intelligence platforms across BFSI, retail & e-commerce, and other verticals. However, concerns regarding data privacy, ethical AI usage, and regulatory compliance may pose challenges to market expansion.

North America remains the dominant player in the social media listening market, largely due to the presence of leading AI-powered analytics firms, data intelligence companies, and cloud-based SaaS innovators. Meanwhile, Asia-Pacific is expected to witness the

fastest growth, fueled by increased digital adoption, expanding e-commerce markets, and rising brand engagement on social platforms in regions like China, India, and Japan. In Europe, GDPR compliance and stringent data governance policies are driving demand for more secure and ethical social listening solutions across industries.

Key players operating in the Global Social Media Listening Market include:

Brandwatch

Sprinklr

Hootsuite

Talkwalker

Meltwater

Digimind

NetBase Quid

Synthesio

Awario

BuzzSumo

Mention

Zoho Social

Agorapulse

HubSpot

Salesforce

The detailed segments and sub-segments of the market are explained below:

*Global Social Media Listening Market Size Study, by Solutions, by Application (Customer Experience Management,...*

By Solutions:

Social Media Monitoring Tools

Social Analytics Platforms

AI-Driven Sentiment Analysis

By Application:

Customer Experience Management

Sales And Lead Generation

By Vertical:

BFSI

Retail & E-commerce

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe (ROE)

#### Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific (RoAPAC)

#### Latin America

Brazil

Mexico

#### Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa (RoMEA)

## Years Considered for the Study:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

## Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annual revenue insights at both global and regional levels.

Detailed competitive landscape with key market players and business strategies.

Geographical analysis with country-specific insights.

Recommendations for stakeholders on future market trends and opportunities.

Comprehensive analysis of demand-side and supply-side market dynamics.

## Contents

### **CHAPTER 1. GLOBAL SOCIAL MEDIA LISTENING MARKET EXECUTIVE SUMMARY**

- 1.1. Global Social Media Listening Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Solutions
  - 1.3.2. By Application
  - 1.3.3. By Vertical
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL SOCIAL MEDIA LISTENING MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL SOCIAL MEDIA LISTENING MARKET DYNAMICS**

*Global Social Media Listening Market Size Study, by Solutions, by Application (Customer Experience Management,...*

### 3.1. Market Drivers

- 3.1.1. Surge in Digital Consumer Interactions
- 3.1.2. Advancements in AI and NLP Technologies
- 3.1.3. Increasing Investment in Customer Experience (CX) Solutions

### 3.2. Market Challenges

- 3.2.1. Data Privacy Concerns
- 3.2.2. Ethical AI Usage
- 3.2.3. Regulatory Compliance Complexities

### 3.3. Market Opportunities

- 3.3.1. Expansion into Emerging Markets
- 3.3.2. Integration with Advanced Analytics
- 3.3.3. Development of Multi-Platform Listening Tools

## **CHAPTER 4. GLOBAL SOCIAL MEDIA LISTENING 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
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top Investment Opportunities

### 4.4. Top Winning Strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL SOCIAL MEDIA LISTENING MARKET SIZE & FORECASTS BY SOLUTIONS 2022-2032**

### 5.1. Segment Dashboard

### 5.2. Global Social Media Listening Market: Solutions Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 5.2.1. Social Media Monitoring Tools

#### 5.2.2. Social Analytics Platforms

#### 5.2.3. AI-Driven Sentiment Analysis

## **CHAPTER 6. GLOBAL SOCIAL MEDIA LISTENING MARKET SIZE & FORECASTS BY APPLICATION 2022-2032**

### 6.1. Segment Dashboard

### 6.2. Global Social Media Listening Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 6.2.1. Customer Experience Management

#### 6.2.2. Sales And Lead Generation

## **CHAPTER 7. GLOBAL SOCIAL MEDIA LISTENING MARKET SIZE & FORECASTS BY VERTICAL 2022-2032**

### 7.1. BFSI

#### 7.1.1. BFSI Market Size & Forecast, 2022-2032 (USD Million/Billion)

### 7.2. Retail & E-commerce

#### 7.2.1. Retail & E-commerce Market Size & Forecast, 2022-2032 (USD Million/Billion)

## **CHAPTER 8. GLOBAL SOCIAL MEDIA LISTENING MARKET SIZE & FORECASTS BY REGION 2022-2032**

### 8.1. North America Social Media Listening Market

#### 8.1.1. U.S. Social Media Listening Market

##### 8.1.1.1. Solutions Breakdown Size & Forecasts, 2022-2032

##### 8.1.1.2. Application Breakdown Size & Forecasts, 2022-2032

#### 8.1.2. Canada Social Media Listening Market

### 8.2. Europe Social Media Listening Market

#### 8.2.1. UK Social Media Listening Market

#### 8.2.2. Germany Social Media Listening Market

#### 8.2.3. France Social Media Listening Market

#### 8.2.4. Spain Social Media Listening Market

#### 8.2.5. Italy Social Media Listening Market

- 8.2.6. Rest of Europe Social Media Listening Market
- 8.3. Asia-Pacific Social Media Listening Market
  - 8.3.1. China Social Media Listening Market
  - 8.3.2. India Social Media Listening Market
  - 8.3.3. Japan Social Media Listening Market
  - 8.3.4. Australia Social Media Listening Market
  - 8.3.5. South Korea Social Media Listening Market
  - 8.3.6. Rest of Asia Pacific Social Media Listening Market
- 8.4. Latin America Social Media Listening Market
  - 8.4.1. Brazil Social Media Listening Market
  - 8.4.2. Mexico Social Media Listening Market
  - 8.4.3. Rest of Latin America Social Media Listening Market
- 8.5. Middle East & Africa Social Media Listening Market
  - 8.5.1. Saudi Arabia Social Media Listening Market
  - 8.5.2. South Africa Social Media Listening Market
  - 8.5.3. Rest of Middle East & Africa Social Media Listening Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Key Company SWOT Analysis
  - 9.1.1. Brandwatch
  - 9.1.2. Sprinklr
  - 9.1.3. Hootsuite
- 9.2. Top Market Strategies
- 9.3. Company Profiles
  - 9.3.1. Brandwatch
    - 9.3.1.1. Key Information
    - 9.3.1.2. Overview
    - 9.3.1.3. Financial (Subject to Data Availability)
    - 9.3.1.4. Product Summary
    - 9.3.1.5. Market Strategies
  - 9.3.2. Sprinklr
  - 9.3.3. Hootsuite
  - 9.3.4. Talkwalker
  - 9.3.5. Meltwater
  - 9.3.6. Digimind
  - 9.3.7. NetBase Quid
  - 9.3.8. Synthesio
  - 9.3.9. Awario

- 9.3.10. BuzzSumo
- 9.3.11. Mention
- 9.3.12. Zoho Social
- 9.3.13. Agorapulse
- 9.3.14. HubSpot
- 9.3.15. Salesforce

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Social Media Listening Market, Report Scope
- TABLE 2. Global Social Media Listening Market Estimates & Forecasts by Region 2022-2032 (USD Million/Billion)
- TABLE 3. Global Social Media Listening Market Estimates & Forecasts by Solutions 2022-2032 (USD Million/Billion)
- TABLE 4. Global Social Media Listening Market Estimates & Forecasts by Application 2022-2032 (USD Million/Billion)
- TABLE 5. Global Social Media Listening Market Estimates & Forecasts by Vertical 2022-2032 (USD Million/Billion)
- TABLE 6. Global Social Media Listening Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 7. Global Social Media Listening Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 8. Global Social Media Listening Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 9. Global Social Media Listening Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 10. Global Social Media Listening Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 11. Global Social Media Listening Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 12. Global Social Media Listening Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 13. Global Social Media Listening Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 14. Global Social Media Listening Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 15. U.S. Social Media Listening Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)
- TABLE 16. U.S. Social Media Listening Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)
- TABLE 17. U.S. Social Media Listening Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)
- TABLE 18. Canada Social Media Listening Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 19. Canada Social Media Listening Market Estimates & Forecasts by Segment  
2022-2032 (USD Million/Billion)

TABLE 20. Canada Social Media Listening Market Estimates & Forecasts by Segment  
2022-2032 (USD Million/Billion)

...

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Social Media Listening Market, Research Methodology
- FIG 2. Global Social Media Listening Market, Market Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods
- FIG 4. Global Social Media Listening Market, Key Trends 2023
- FIG 5. Global Social Media Listening Market, Growth Prospects 2024-2032
- FIG 6. Global Social Media Listening Market, Porter's 5 Force Model
- FIG 7. Global Social Media Listening Market, PESTEL Analysis
- FIG 8. Global Social Media Listening Market, Value Chain Analysis
- FIG 9. Global Social Media Listening Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 10. Global Social Media Listening Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 11. Global Social Media Listening Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 12. Global Social Media Listening Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 13. Global Social Media Listening Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 14. Global Social Media Listening Market, Regional Snapshot 2022 & 2032
- FIG 15. North America Social Media Listening Market 2022 & 2032 (USD Million/Billion)
- FIG 16. Europe Social Media Listening Market 2022 & 2032 (USD Million/Billion)
- FIG 17. Asia Pacific Social Media Listening Market 2022 & 2032 (USD Million/Billion)
- FIG 18. Latin America Social Media Listening Market 2022 & 2032 (USD Million/Billion)
- FIG 19. Middle East & Africa Social Media Listening Market 2022 & 2032 (USD Million/Billion)
- FIG 20. Global Social Media Listening Market, Company Market Share Analysis (2023)

...

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

## I would like to order

Product name: Global Social Media Listening Market Size Study, by Solutions, by Application (Customer Experience Management, Sales And Lead Generation), by Vertical (BFSI, Retail & E-commerce), and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G5FE595604DEEN.html>

Price: US\$ 3,750.00 (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/G5FE595604DEEN.html>