

# **Global Social Media Management Market Size study, by Component (Solutions, Services) Deployment Mode (Cloud, On-premises) Organization Size (Small enterprises, Medium sized enterprises, large enterprises) Application (Sales and marketing management, customer experience management, competitive intelligence, risk management and fraud detection, others) Vertical (BFSI, retail and consumer goods, government and public sector, healthcare and life sciences, IT and telecom, Media and Entertainment, Manufacturing, Travel and Hospitality) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Social Media Management Market is valued approximately USD 11.7 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 23.6% over the forecast period 2021-2027. Software and services for social media management generate, schedule, analyse, and engage digital material on social media platforms including Facebook, Instagram, Snapchat, Twitter, and others. Increased focus on the market and competitive intelligence, increased need for search ROI for social media strategy, improved customer experience with social media management, and increased user engagement of social media using smartphones are some of the major factors driving the growth of the Social Media Management Market. Profit margins are still being impacted by global competition, and businesses are always looking for technology solutions to increase efficiency and cut costs while preserving a competitive

advantage. Whereas, Data privacy issues have received widespread attention in recent years, and laws and regulations addressing data protection and privacy, such as the General Data Protection Regulation (GDPR), Payment Card Industry Data Security Standard (PCI DSS), Health Insurance Portability and Accountability Act (HIPAA), and Gramm–Leach–Bliley Act, have had a significant impact on the social media space (GLBA). Businesses are attempting to make the most of social media management platforms by expanding their customer relationships through social media management solutions to obtain real-time information and generate corporate outcomes in terms of ROI. For instance, in June 2021, Adobe Commerce has added an AI-powered live search feature. Adobe Commerce businesses may deliver relevant and tailored search results to their customers based on their needs.

The main regions of Asia Pacific, North America, Europe, Latin America, and the Rest of the World are included in the geographical analysis of the worldwide Social Media Management market. In the social media management industry, North America is projected to have the highest market share. The area is a mature and well-established market with a strong risk appetite and a desire for technical advancements, providing a wealth of chances for social media management vendors and service providers. The region is known for its large number of social media users and the prevalence of social media management solutions. The use of social media networks as a major marketing and customer interaction tool for industrial verticals is expected to boost market revenue creation in the area.

Major market player included in this report are:

Adobe

IBM

Google

Oracle

Salesforce

Sprout Social

Hootsuite

Meltwater

Sprinklr

Digimind

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:

Solutions

Services

By Deployment mode:

Cloud

On-premises

By Organization Size:

Small Enterprises

Medium sized Enterprises

Large Enterprises

By Application:

Sales and Marketing Management

Customer Experience Management

Competitive Intelligence

Risk Management and Fraud Detection

Others

By Vertical:

BFSI

Retail and Consumer Goods

Government and Public Sector

Healthcare and Life Sciences

IT and Telecom

Media and Entertainment

Manufacturing

Travel and Hospitality

Others

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 Social Media Management 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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