

# Global Social Business Intelligence Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview:

Social business intelligence uses data from social media and analyzes the data using big data analytics to obtain important business insights on the market. It is also used to know the market reputation for products. It unifies several business tools such as business intelligence, knowledge management, social networking, project management, collaboration, social media monitoring, and analytics to give a new interface for organizations to understand their business environment more thoroughly. It provides reliable data and aids enterprises to connect with new customers and resolve operational conflicts in a faster and better way than traditional business intelligence does. The demand for Social Business Intelligence was triggered by the introduction of a wide range of social networking services, increased competition, and globalization of business process, digitalization, and decentralization of information flow.

The Global Social Business Intelligence Market Size was estimated at USD 837.00 million in 2023 and is projected to reach USD 3595.74 million by 2029, exhibiting a CAGR of 27.50% during the forecast period.

This report provides a deep insight into the global Social Business Intelligence market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore,

it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Social Business Intelligence Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Social Business Intelligence market in any manner.

### Global Social Business Intelligence Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

#### Key Company

IBM

Oracle

SAP

SAS Institute

Adobe Systems

Attensity Group

Beevolve

Clarabridge

Crimson Hexagon

Evolve24

Google

HP

Kapow Software/ Kofax

Lithium Technologies

NetBase Solutions

Radian6/Salesforce

Sysomos

Cision

Market Segmentation (by Type)

On-Premises

Cloud

Market Segmentation (by Application)

SMEs

Large Enterprises

Government Organizations

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

#### Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Social Business Intelligence Market

Overview of the regional outlook of the Social Business Intelligence Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Note: this report may need to undergo a final check or review and this could take about 48 hours.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Social Business Intelligence Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the Market's Competitive Landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail,

including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Social Business Intelligence
- 1.2 Key Market Segments
  - 1.2.1 Social Business Intelligence Segment by Type
  - 1.2.2 Social Business Intelligence Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 SOCIAL BUSINESS INTELLIGENCE MARKET OVERVIEW**

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 SOCIAL BUSINESS INTELLIGENCE MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Social Business Intelligence Revenue Market Share by Company (2019-2024)
- 3.2 Social Business Intelligence Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Social Business Intelligence Market Size Sites, Area Served, Product Type
- 3.4 Social Business Intelligence Market Competitive Situation and Trends
  - 3.4.1 Social Business Intelligence Market Concentration Rate
  - 3.4.2 Global 5 and 10 Largest Social Business Intelligence Players Market Share by Revenue
  - 3.4.3 Mergers & Acquisitions, Expansion

### **4 SOCIAL BUSINESS INTELLIGENCE VALUE CHAIN ANALYSIS**

- 4.1 Social Business Intelligence Value Chain Analysis
- 4.2 Midstream Market Analysis



#### 4.3 Downstream Customer Analysis

### **5 THE DEVELOPMENT AND DYNAMICS OF SOCIAL BUSINESS INTELLIGENCE MARKET**

#### 5.1 Key Development Trends

#### 5.2 Driving Factors

#### 5.3 Market Challenges

#### 5.4 Market Restraints

#### 5.5 Industry News

##### 5.5.1 Mergers & Acquisitions

##### 5.5.2 Expansions

##### 5.5.3 Collaboration/Supply Contracts

#### 5.6 Industry Policies

### **6 SOCIAL BUSINESS INTELLIGENCE MARKET SEGMENTATION BY TYPE**

#### 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

#### 6.2 Global Social Business Intelligence Market Size Market Share by Type (2019-2024)

#### 6.3 Global Social Business Intelligence Market Size Growth Rate by Type (2019-2024)

### **7 SOCIAL BUSINESS INTELLIGENCE MARKET SEGMENTATION BY APPLICATION**

#### 7.1 Evaluation Matrix of Segment Market Development Potential (Application)

#### 7.2 Global Social Business Intelligence Market Size (M USD) by Application (2019-2024)

#### 7.3 Global Social Business Intelligence Market Size Growth Rate by Application (2019-2024)

### **8 SOCIAL BUSINESS INTELLIGENCE MARKET SEGMENTATION BY REGION**

#### 8.1 Global Social Business Intelligence Market Size by Region

##### 8.1.1 Global Social Business Intelligence Market Size by Region

##### 8.1.2 Global Social Business Intelligence Market Size Market Share by Region

#### 8.2 North America

##### 8.2.1 North America Social Business Intelligence Market Size by Country

##### 8.2.2 U.S.

##### 8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Social Business Intelligence Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Social Business Intelligence Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Social Business Intelligence Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Social Business Intelligence Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## **9 KEY COMPANIES PROFILE**

9.1 IBM

9.1.1 IBM Social Business Intelligence Basic Information

9.1.2 IBM Social Business Intelligence Product Overview

9.1.3 IBM Social Business Intelligence Product Market Performance

9.1.4 IBM Social Business Intelligence SWOT Analysis

9.1.5 IBM Business Overview

9.1.6 IBM Recent Developments

9.2 Oracle

9.2.1 Oracle Social Business Intelligence Basic Information

- 9.2.2 Oracle Social Business Intelligence Product Overview
- 9.2.3 Oracle Social Business Intelligence Product Market Performance
- 9.2.4 IBM Social Business Intelligence SWOT Analysis
- 9.2.5 Oracle Business Overview
- 9.2.6 Oracle Recent Developments
- 9.3 SAP
  - 9.3.1 SAP Social Business Intelligence Basic Information
  - 9.3.2 SAP Social Business Intelligence Product Overview
  - 9.3.3 SAP Social Business Intelligence Product Market Performance
  - 9.3.4 IBM Social Business Intelligence SWOT Analysis
  - 9.3.5 SAP Business Overview
  - 9.3.6 SAP Recent Developments
- 9.4 SAS Institute
  - 9.4.1 SAS Institute Social Business Intelligence Basic Information
  - 9.4.2 SAS Institute Social Business Intelligence Product Overview
  - 9.4.3 SAS Institute Social Business Intelligence Product Market Performance
  - 9.4.4 SAS Institute Business Overview
  - 9.4.5 SAS Institute Recent Developments
- 9.5 Adobe Systems
  - 9.5.1 Adobe Systems Social Business Intelligence Basic Information
  - 9.5.2 Adobe Systems Social Business Intelligence Product Overview
  - 9.5.3 Adobe Systems Social Business Intelligence Product Market Performance
  - 9.5.4 Adobe Systems Business Overview
  - 9.5.5 Adobe Systems Recent Developments
- 9.6 Attensity Group
  - 9.6.1 Attensity Group Social Business Intelligence Basic Information
  - 9.6.2 Attensity Group Social Business Intelligence Product Overview
  - 9.6.3 Attensity Group Social Business Intelligence Product Market Performance
  - 9.6.4 Attensity Group Business Overview
  - 9.6.5 Attensity Group Recent Developments
- 9.7 Beevolve
  - 9.7.1 Beevolve Social Business Intelligence Basic Information
  - 9.7.2 Beevolve Social Business Intelligence Product Overview
  - 9.7.3 Beevolve Social Business Intelligence Product Market Performance
  - 9.7.4 Beevolve Business Overview
  - 9.7.5 Beevolve Recent Developments
- 9.8 Clarabridge
  - 9.8.1 Clarabridge Social Business Intelligence Basic Information
  - 9.8.2 Clarabridge Social Business Intelligence Product Overview

- 9.8.3 Clarabridge Social Business Intelligence Product Market Performance
- 9.8.4 Clarabridge Business Overview
- 9.8.5 Clarabridge Recent Developments
- 9.9 Crimson Hexagon
  - 9.9.1 Crimson Hexagon Social Business Intelligence Basic Information
  - 9.9.2 Crimson Hexagon Social Business Intelligence Product Overview
  - 9.9.3 Crimson Hexagon Social Business Intelligence Product Market Performance
  - 9.9.4 Crimson Hexagon Business Overview
  - 9.9.5 Crimson Hexagon Recent Developments
- 9.10 Evolve24
  - 9.10.1 Evolve24 Social Business Intelligence Basic Information
  - 9.10.2 Evolve24 Social Business Intelligence Product Overview
  - 9.10.3 Evolve24 Social Business Intelligence Product Market Performance
  - 9.10.4 Evolve24 Business Overview
  - 9.10.5 Evolve24 Recent Developments
- 9.11 Google
  - 9.11.1 Google Social Business Intelligence Basic Information
  - 9.11.2 Google Social Business Intelligence Product Overview
  - 9.11.3 Google Social Business Intelligence Product Market Performance
  - 9.11.4 Google Business Overview
  - 9.11.5 Google Recent Developments
- 9.12 HP
  - 9.12.1 HP Social Business Intelligence Basic Information
  - 9.12.2 HP Social Business Intelligence Product Overview
  - 9.12.3 HP Social Business Intelligence Product Market Performance
  - 9.12.4 HP Business Overview
  - 9.12.5 HP Recent Developments
- 9.13 Kapow Software/ Kofax
  - 9.13.1 Kapow Software/ Kofax Social Business Intelligence Basic Information
  - 9.13.2 Kapow Software/ Kofax Social Business Intelligence Product Overview
  - 9.13.3 Kapow Software/ Kofax Social Business Intelligence Product Market Performance
  - 9.13.4 Kapow Software/ Kofax Business Overview
  - 9.13.5 Kapow Software/ Kofax Recent Developments
- 9.14 Lithium Technologies
  - 9.14.1 Lithium Technologies Social Business Intelligence Basic Information
  - 9.14.2 Lithium Technologies Social Business Intelligence Product Overview
  - 9.14.3 Lithium Technologies Social Business Intelligence Product Market Performance
  - 9.14.4 Lithium Technologies Business Overview

- 9.14.5 Lithium Technologies Recent Developments
- 9.15 NetBase Solutions
  - 9.15.1 NetBase Solutions Social Business Intelligence Basic Information
  - 9.15.2 NetBase Solutions Social Business Intelligence Product Overview
  - 9.15.3 NetBase Solutions Social Business Intelligence Product Market Performance
  - 9.15.4 NetBase Solutions Business Overview
  - 9.15.5 NetBase Solutions Recent Developments
- 9.16 Radian6/Salesforce
  - 9.16.1 Radian6/Salesforce Social Business Intelligence Basic Information
  - 9.16.2 Radian6/Salesforce Social Business Intelligence Product Overview
  - 9.16.3 Radian6/Salesforce Social Business Intelligence Product Market Performance
  - 9.16.4 Radian6/Salesforce Business Overview
  - 9.16.5 Radian6/Salesforce Recent Developments
- 9.17 Sysomos
  - 9.17.1 Sysomos Social Business Intelligence Basic Information
  - 9.17.2 Sysomos Social Business Intelligence Product Overview
  - 9.17.3 Sysomos Social Business Intelligence Product Market Performance
  - 9.17.4 Sysomos Business Overview
  - 9.17.5 Sysomos Recent Developments
- 9.18 Cision
  - 9.18.1 Cision Social Business Intelligence Basic Information
  - 9.18.2 Cision Social Business Intelligence Product Overview
  - 9.18.3 Cision Social Business Intelligence Product Market Performance
  - 9.18.4 Cision Business Overview
  - 9.18.5 Cision Recent Developments

## **10 SOCIAL BUSINESS INTELLIGENCE REGIONAL MARKET FORECAST**

- 10.1 Global Social Business Intelligence Market Size Forecast
- 10.2 Global Social Business Intelligence Market Forecast by Region
  - 10.2.1 North America Market Size Forecast by Country
  - 10.2.2 Europe Social Business Intelligence Market Size Forecast by Country
  - 10.2.3 Asia Pacific Social Business Intelligence Market Size Forecast by Region
  - 10.2.4 South America Social Business Intelligence Market Size Forecast by Country
  - 10.2.5 Middle East and Africa Forecasted Consumption of Social Business Intelligence by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

11.1 Global Social Business Intelligence Market Forecast by Type (2025-2030)

11.2 Global Social Business Intelligence Market Forecast by Application (2025-2030)

## **12 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Social Business Intelligence Market Size Comparison by Region (M USD)

Table 5. Global Social Business Intelligence Revenue (M USD) by Company  
(2019-2024)

Table 6. Global Social Business Intelligence Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Social Business Intelligence as of 2022)

Table 8. Company Social Business Intelligence Market Size Sites and Area Served

Table 9. Company Social Business Intelligence Product Type

Table 10. Global Social Business Intelligence Company Market Concentration Ratio  
(CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Social Business Intelligence

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Social Business Intelligence Market Challenges

Table 18. Global Social Business Intelligence Market Size by Type (M USD)

Table 19. Global Social Business Intelligence Market Size (M USD) by Type  
(2019-2024)

Table 20. Global Social Business Intelligence Market Size Share by Type (2019-2024)

Table 21. Global Social Business Intelligence Market Size Growth Rate by Type  
(2019-2024)

Table 22. Global Social Business Intelligence Market Size by Application

Table 23. Global Social Business Intelligence Market Size by Application (2019-2024) &  
(M USD)

Table 24. Global Social Business Intelligence Market Share by Application (2019-2024)

Table 25. Global Social Business Intelligence Market Size Growth Rate by Application  
(2019-2024)

Table 26. Global Social Business Intelligence Market Size by Region (2019-2024) & (M  
USD)

Table 27. Global Social Business Intelligence Market Size Market Share by Region

(2019-2024)

Table 28. North America Social Business Intelligence Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Social Business Intelligence Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Social Business Intelligence Market Size by Region (2019-2024) & (M USD)

Table 31. South America Social Business Intelligence Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Social Business Intelligence Market Size by Region (2019-2024) & (M USD)

Table 33. IBM Social Business Intelligence Basic Information

Table 34. IBM Social Business Intelligence Product Overview

Table 35. IBM Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 36. IBM Social Business Intelligence SWOT Analysis

Table 37. IBM Business Overview

Table 38. IBM Recent Developments

Table 39. Oracle Social Business Intelligence Basic Information

Table 40. Oracle Social Business Intelligence Product Overview

Table 41. Oracle Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 42. IBM Social Business Intelligence SWOT Analysis

Table 43. Oracle Business Overview

Table 44. Oracle Recent Developments

Table 45. SAP Social Business Intelligence Basic Information

Table 46. SAP Social Business Intelligence Product Overview

Table 47. SAP Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 48. IBM Social Business Intelligence SWOT Analysis

Table 49. SAP Business Overview

Table 50. SAP Recent Developments

Table 51. SAS Institute Social Business Intelligence Basic Information

Table 52. SAS Institute Social Business Intelligence Product Overview

Table 53. SAS Institute Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 54. SAS Institute Business Overview

Table 55. SAS Institute Recent Developments

Table 56. Adobe Systems Social Business Intelligence Basic Information



- Table 57. Adobe Systems Social Business Intelligence Product Overview
- Table 58. Adobe Systems Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)
- Table 59. Adobe Systems Business Overview
- Table 60. Adobe Systems Recent Developments
- Table 61. Attensity Group Social Business Intelligence Basic Information
- Table 62. Attensity Group Social Business Intelligence Product Overview
- Table 63. Attensity Group Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)
- Table 64. Attensity Group Business Overview
- Table 65. Attensity Group Recent Developments
- Table 66. Beevolve Social Business Intelligence Basic Information
- Table 67. Beevolve Social Business Intelligence Product Overview
- Table 68. Beevolve Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)
- Table 69. Beevolve Business Overview
- Table 70. Beevolve Recent Developments
- Table 71. Clarabridge Social Business Intelligence Basic Information
- Table 72. Clarabridge Social Business Intelligence Product Overview
- Table 73. Clarabridge Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)
- Table 74. Clarabridge Business Overview
- Table 75. Clarabridge Recent Developments
- Table 76. Crimson Hexagon Social Business Intelligence Basic Information
- Table 77. Crimson Hexagon Social Business Intelligence Product Overview
- Table 78. Crimson Hexagon Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)
- Table 79. Crimson Hexagon Business Overview
- Table 80. Crimson Hexagon Recent Developments
- Table 81. Evolve24 Social Business Intelligence Basic Information
- Table 82. Evolve24 Social Business Intelligence Product Overview
- Table 83. Evolve24 Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)
- Table 84. Evolve24 Business Overview
- Table 85. Evolve24 Recent Developments
- Table 86. Google Social Business Intelligence Basic Information
- Table 87. Google Social Business Intelligence Product Overview
- Table 88. Google Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 89. Google Business Overview

Table 90. Google Recent Developments

Table 91. HP Social Business Intelligence Basic Information

Table 92. HP Social Business Intelligence Product Overview

Table 93. HP Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 94. HP Business Overview

Table 95. HP Recent Developments

Table 96. Kapow Software/ Kofax Social Business Intelligence Basic Information

Table 97. Kapow Software/ Kofax Social Business Intelligence Product Overview

Table 98. Kapow Software/ Kofax Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 99. Kapow Software/ Kofax Business Overview

Table 100. Kapow Software/ Kofax Recent Developments

Table 101. Lithium Technologies Social Business Intelligence Basic Information

Table 102. Lithium Technologies Social Business Intelligence Product Overview

Table 103. Lithium Technologies Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 104. Lithium Technologies Business Overview

Table 105. Lithium Technologies Recent Developments

Table 106. NetBase Solutions Social Business Intelligence Basic Information

Table 107. NetBase Solutions Social Business Intelligence Product Overview

Table 108. NetBase Solutions Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 109. NetBase Solutions Business Overview

Table 110. NetBase Solutions Recent Developments

Table 111. Radian6/Salesforce Social Business Intelligence Basic Information

Table 112. Radian6/Salesforce Social Business Intelligence Product Overview

Table 113. Radian6/Salesforce Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 114. Radian6/Salesforce Business Overview

Table 115. Radian6/Salesforce Recent Developments

Table 116. Sysomos Social Business Intelligence Basic Information

Table 117. Sysomos Social Business Intelligence Product Overview

Table 118. Sysomos Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 119. Sysomos Business Overview

Table 120. Sysomos Recent Developments

Table 121. Cision Social Business Intelligence Basic Information

Table 122. Cision Social Business Intelligence Product Overview

Table 123. Cision Social Business Intelligence Revenue (M USD) and Gross Margin (2019-2024)

Table 124. Cision Business Overview

Table 125. Cision Recent Developments

Table 126. Global Social Business Intelligence Market Size Forecast by Region (2025-2030) & (M USD)

Table 127. North America Social Business Intelligence Market Size Forecast by Country (2025-2030) & (M USD)

Table 128. Europe Social Business Intelligence Market Size Forecast by Country (2025-2030) & (M USD)

Table 129. Asia Pacific Social Business Intelligence Market Size Forecast by Region (2025-2030) & (M USD)

Table 130. South America Social Business Intelligence Market Size Forecast by Country (2025-2030) & (M USD)

Table 131. Middle East and Africa Social Business Intelligence Market Size Forecast by Country (2025-2030) & (M USD)

Table 132. Global Social Business Intelligence Market Size Forecast by Type (2025-2030) & (M USD)

Table 133. Global Social Business Intelligence Market Size Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Industrial Chain of Social Business Intelligence
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Social Business Intelligence Market Size (M USD), 2019-2030
- Figure 5. Global Social Business Intelligence Market Size (M USD) (2019-2030)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Social Business Intelligence Market Size by Country (M USD)
- Figure 10. Global Social Business Intelligence Revenue Share by Company in 2023
- Figure 11. Social Business Intelligence Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 12. The Global 5 and 10 Largest Players: Market Share by Social Business Intelligence Revenue in 2023
- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global Social Business Intelligence Market Share by Type
- Figure 15. Market Size Share of Social Business Intelligence by Type (2019-2024)
- Figure 16. Market Size Market Share of Social Business Intelligence by Type in 2022
- Figure 17. Global Social Business Intelligence Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global Social Business Intelligence Market Share by Application
- Figure 20. Global Social Business Intelligence Market Share by Application (2019-2024)
- Figure 21. Global Social Business Intelligence Market Share by Application in 2022
- Figure 22. Global Social Business Intelligence Market Size Growth Rate by Application (2019-2024)
- Figure 23. Global Social Business Intelligence Market Size Market Share by Region (2019-2024)
- Figure 24. North America Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 25. North America Social Business Intelligence Market Size Market Share by Country in 2023
- Figure 26. U.S. Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 27. Canada Social Business Intelligence Market Size (M USD) and Growth Rate

(2019-2024)

Figure 28. Mexico Social Business Intelligence Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Social Business Intelligence Market Size Market Share by Country in 2023

Figure 31. Germany Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Social Business Intelligence Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Social Business Intelligence Market Size Market Share by Region in 2023

Figure 38. China Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Social Business Intelligence Market Size and Growth Rate (M USD)

Figure 44. South America Social Business Intelligence Market Size Market Share by Country in 2023

Figure 45. Brazil Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Social Business Intelligence Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Social Business Intelligence Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Social Business Intelligence Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Social Business Intelligence Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Social Business Intelligence Market Share Forecast by Type (2025-2030)

Figure 57. Global Social Business Intelligence Market Share Forecast by Application (2025-2030)

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