

Global Social Listening Software Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview:

Social Listening Software refers to specialized software solutions designed to monitor, analyze, and gather insights from social media conversations and online discussions. This software utilizes advanced algorithms and natural language processing techniques to collect and analyze vast amounts of social media data in real-time. Social Listening Software allows businesses to track brand mentions, monitor customer sentiment, identify emerging trends, track competitors, and engage with their audience more effectively. It provides businesses with actionable insights, enabling them to make informed decisions, enhance their brand reputation, optimize marketing strategies, and improve customer engagement by listening and responding to conversations happening across various social media platforms.

The Global Social Listening Software Market Size was estimated at USD 807.24 million in 2023 and is projected to reach USD 1391.52 million by 2029, exhibiting a CAGR of 9.50% during the forecast period.

This report provides a deep insight into the global Social Listening Software 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 Listening Software 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 Listening Software market in any manner.

Global Social Listening Software 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

Keyhole

Socialbakers

Synthesio

NetBase Quid

Brand24

Falcon

Awario

Mention

YouScan

Agorapulse

Sprout Social

Meltwater

Talkwalker

Brandwatch

Sendible

Mediatoolkit

Oktopost

Mentionlytics

Digimind

Keyhole

Market Segmentation (by Type)

Cloud-based

On-premises

Market Segmentation (by Application)

Large Enterprises

SMEs

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 Listening Software Market

Overview of the regional outlook of the Social Listening Software 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 Listening Software 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 Listening Software
- 1.2 Key Market Segments
 - 1.2.1 Social Listening Software Segment by Type
 - 1.2.2 Social Listening Software 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 LISTENING SOFTWARE MARKET OVERVIEW

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

3 SOCIAL LISTENING SOFTWARE MARKET COMPETITIVE LANDSCAPE

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

4 SOCIAL LISTENING SOFTWARE VALUE CHAIN ANALYSIS

- 4.1 Social Listening Software Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SOCIAL LISTENING SOFTWARE 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 LISTENING SOFTWARE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Social Listening Software Market Size Market Share by Type (2019-2024)
- 6.3 Global Social Listening Software Market Size Growth Rate by Type (2019-2024)

7 SOCIAL LISTENING SOFTWARE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Social Listening Software Market Size (M USD) by Application (2019-2024)
- 7.3 Global Social Listening Software Market Size Growth Rate by Application (2019-2024)

8 SOCIAL LISTENING SOFTWARE MARKET SEGMENTATION BY REGION

- 8.1 Global Social Listening Software Market Size by Region
 - 8.1.1 Global Social Listening Software Market Size by Region
 - 8.1.2 Global Social Listening Software Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Social Listening Software 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 Listening Software 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 Listening Software 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 Listening Software 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 Listening Software 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 Keyhole

9.1.1 Keyhole Social Listening Software Basic Information

9.1.2 Keyhole Social Listening Software Product Overview

9.1.3 Keyhole Social Listening Software Product Market Performance

9.1.4 Keyhole Social Listening Software SWOT Analysis

9.1.5 Keyhole Business Overview

9.1.6 Keyhole Recent Developments

9.2 Socialbakers

9.2.1 Socialbakers Social Listening Software Basic Information

9.2.2 Socialbakers Social Listening Software Product Overview

9.2.3 Socialbakers Social Listening Software Product Market Performance

9.2.4 Keyhole Social Listening Software SWOT Analysis

9.2.5 Socialbakers Business Overview

9.2.6 Socialbakers Recent Developments

9.3 Synthesio

9.3.1 Synthesio Social Listening Software Basic Information

9.3.2 Synthesio Social Listening Software Product Overview

9.3.3 Synthesio Social Listening Software Product Market Performance

9.3.4 Keyhole Social Listening Software SWOT Analysis

9.3.5 Synthesio Business Overview

9.3.6 Synthesio Recent Developments

9.4 NetBase Quid

9.4.1 NetBase Quid Social Listening Software Basic Information

9.4.2 NetBase Quid Social Listening Software Product Overview

9.4.3 NetBase Quid Social Listening Software Product Market Performance

9.4.4 NetBase Quid Business Overview

9.4.5 NetBase Quid Recent Developments

9.5 Brand24

9.5.1 Brand24 Social Listening Software Basic Information

9.5.2 Brand24 Social Listening Software Product Overview

9.5.3 Brand24 Social Listening Software Product Market Performance

9.5.4 Brand24 Business Overview

9.5.5 Brand24 Recent Developments

9.6 Falcon

9.6.1 Falcon Social Listening Software Basic Information

9.6.2 Falcon Social Listening Software Product Overview

9.6.3 Falcon Social Listening Software Product Market Performance

9.6.4 Falcon Business Overview

9.6.5 Falcon Recent Developments

9.7 Awario

9.7.1 Awario Social Listening Software Basic Information

9.7.2 Awario Social Listening Software Product Overview

9.7.3 Awario Social Listening Software Product Market Performance

9.7.4 Awario Business Overview

9.7.5 Awario Recent Developments

9.8 Mention

9.8.1 Mention Social Listening Software Basic Information

9.8.2 Mention Social Listening Software Product Overview

9.8.3 Mention Social Listening Software Product Market Performance

9.8.4 Mention Business Overview

9.8.5 Mention Recent Developments

9.9 YouScan

- 9.9.1 YouScan Social Listening Software Basic Information
- 9.9.2 YouScan Social Listening Software Product Overview
- 9.9.3 YouScan Social Listening Software Product Market Performance
- 9.9.4 YouScan Business Overview
- 9.9.5 YouScan Recent Developments
- 9.10 Agorapulse
 - 9.10.1 Agorapulse Social Listening Software Basic Information
 - 9.10.2 Agorapulse Social Listening Software Product Overview
 - 9.10.3 Agorapulse Social Listening Software Product Market Performance
 - 9.10.4 Agorapulse Business Overview
 - 9.10.5 Agorapulse Recent Developments
- 9.11 Sprout Social
 - 9.11.1 Sprout Social Social Listening Software Basic Information
 - 9.11.2 Sprout Social Social Listening Software Product Overview
 - 9.11.3 Sprout Social Social Listening Software Product Market Performance
 - 9.11.4 Sprout Social Business Overview
 - 9.11.5 Sprout Social Recent Developments
- 9.12 Meltwater
 - 9.12.1 Meltwater Social Listening Software Basic Information
 - 9.12.2 Meltwater Social Listening Software Product Overview
 - 9.12.3 Meltwater Social Listening Software Product Market Performance
 - 9.12.4 Meltwater Business Overview
 - 9.12.5 Meltwater Recent Developments
- 9.13 Talkwalker
 - 9.13.1 Talkwalker Social Listening Software Basic Information
 - 9.13.2 Talkwalker Social Listening Software Product Overview
 - 9.13.3 Talkwalker Social Listening Software Product Market Performance
 - 9.13.4 Talkwalker Business Overview
 - 9.13.5 Talkwalker Recent Developments
- 9.14 Brandwatch
 - 9.14.1 Brandwatch Social Listening Software Basic Information
 - 9.14.2 Brandwatch Social Listening Software Product Overview
 - 9.14.3 Brandwatch Social Listening Software Product Market Performance
 - 9.14.4 Brandwatch Business Overview
 - 9.14.5 Brandwatch Recent Developments
- 9.15 Sendible
 - 9.15.1 Sendible Social Listening Software Basic Information
 - 9.15.2 Sendible Social Listening Software Product Overview
 - 9.15.3 Sendible Social Listening Software Product Market Performance

9.15.4 Sendible Business Overview

9.15.5 Sendible Recent Developments

9.16 Mediatoolkit

9.16.1 Mediatoolkit Social Listening Software Basic Information

9.16.2 Mediatoolkit Social Listening Software Product Overview

9.16.3 Mediatoolkit Social Listening Software Product Market Performance

9.16.4 Mediatoolkit Business Overview

9.16.5 Mediatoolkit Recent Developments

9.17 Oktopost

9.17.1 Oktopost Social Listening Software Basic Information

9.17.2 Oktopost Social Listening Software Product Overview

9.17.3 Oktopost Social Listening Software Product Market Performance

9.17.4 Oktopost Business Overview

9.17.5 Oktopost Recent Developments

9.18 Mentionlytics

9.18.1 Mentionlytics Social Listening Software Basic Information

9.18.2 Mentionlytics Social Listening Software Product Overview

9.18.3 Mentionlytics Social Listening Software Product Market Performance

9.18.4 Mentionlytics Business Overview

9.18.5 Mentionlytics Recent Developments

9.19 Digimind

9.19.1 Digimind Social Listening Software Basic Information

9.19.2 Digimind Social Listening Software Product Overview

9.19.3 Digimind Social Listening Software Product Market Performance

9.19.4 Digimind Business Overview

9.19.5 Digimind Recent Developments

9.20 Keyhole

9.20.1 Keyhole Social Listening Software Basic Information

9.20.2 Keyhole Social Listening Software Product Overview

9.20.3 Keyhole Social Listening Software Product Market Performance

9.20.4 Keyhole Business Overview

9.20.5 Keyhole Recent Developments

10 SOCIAL LISTENING SOFTWARE REGIONAL MARKET FORECAST

10.1 Global Social Listening Software Market Size Forecast

10.2 Global Social Listening Software Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Social Listening Software Market Size Forecast by Country

- 10.2.3 Asia Pacific Social Listening Software Market Size Forecast by Region
- 10.2.4 South America Social Listening Software Market Size Forecast by Country
- 10.2.5 Middle East and Africa Forecasted Consumption of Social Listening Software by Country

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

- 11.1 Global Social Listening Software Market Forecast by Type (2025-2030)
- 11.2 Global Social Listening Software 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 Listening Software Market Size Comparison by Region (M USD)

Table 5. Global Social Listening Software Revenue (M USD) by Company (2019-2024)

Table 6. Global Social Listening Software Revenue Share by Company (2019-2024)

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

Table 8. Company Social Listening Software Market Size Sites and Area Served

Table 9. Company Social Listening Software Product Type

Table 10. Global Social Listening Software Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Social Listening Software

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Social Listening Software Market Challenges

Table 18. Global Social Listening Software Market Size by Type (M USD)

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

Table 20. Global Social Listening Software Market Size Share by Type (2019-2024)

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

Table 22. Global Social Listening Software Market Size by Application

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

Table 24. Global Social Listening Software Market Share by Application (2019-2024)

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

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

Table 27. Global Social Listening Software Market Size Market Share by Region (2019-2024)

Table 28. North America Social Listening Software Market Size by Country (2019-2024)

& (M USD)

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

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

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

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

Table 33. Keyhole Social Listening Software Basic Information

Table 34. Keyhole Social Listening Software Product Overview

Table 35. Keyhole Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Keyhole Social Listening Software SWOT Analysis

Table 37. Keyhole Business Overview

Table 38. Keyhole Recent Developments

Table 39. Socialbakers Social Listening Software Basic Information

Table 40. Socialbakers Social Listening Software Product Overview

Table 41. Socialbakers Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Keyhole Social Listening Software SWOT Analysis

Table 43. Socialbakers Business Overview

Table 44. Socialbakers Recent Developments

Table 45. Synthesio Social Listening Software Basic Information

Table 46. Synthesio Social Listening Software Product Overview

Table 47. Synthesio Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Keyhole Social Listening Software SWOT Analysis

Table 49. Synthesio Business Overview

Table 50. Synthesio Recent Developments

Table 51. NetBase Quid Social Listening Software Basic Information

Table 52. NetBase Quid Social Listening Software Product Overview

Table 53. NetBase Quid Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)

Table 54. NetBase Quid Business Overview

Table 55. NetBase Quid Recent Developments

Table 56. Brand24 Social Listening Software Basic Information

Table 57. Brand24 Social Listening Software Product Overview

Table 58. Brand24 Social Listening Software Revenue (M USD) and Gross Margin

(2019-2024)

Table 59. Brand24 Business Overview

Table 60. Brand24 Recent Developments

Table 61. Falcon Social Listening Software Basic Information

Table 62. Falcon Social Listening Software Product Overview

Table 63. Falcon Social Listening Software Revenue (M USD) and Gross Margin

(2019-2024)

Table 64. Falcon Business Overview

Table 65. Falcon Recent Developments

Table 66. Awario Social Listening Software Basic Information

Table 67. Awario Social Listening Software Product Overview

Table 68. Awario Social Listening Software Revenue (M USD) and Gross Margin

(2019-2024)

Table 69. Awario Business Overview

Table 70. Awario Recent Developments

Table 71. Mention Social Listening Software Basic Information

Table 72. Mention Social Listening Software Product Overview

Table 73. Mention Social Listening Software Revenue (M USD) and Gross Margin

(2019-2024)

Table 74. Mention Business Overview

Table 75. Mention Recent Developments

Table 76. YouScan Social Listening Software Basic Information

Table 77. YouScan Social Listening Software Product Overview

Table 78. YouScan Social Listening Software Revenue (M USD) and Gross Margin

(2019-2024)

Table 79. YouScan Business Overview

Table 80. YouScan Recent Developments

Table 81. Agorapulse Social Listening Software Basic Information

Table 82. Agorapulse Social Listening Software Product Overview

Table 83. Agorapulse Social Listening Software Revenue (M USD) and Gross Margin

(2019-2024)

Table 84. Agorapulse Business Overview

Table 85. Agorapulse Recent Developments

Table 86. Sprout Social Social Listening Software Basic Information

Table 87. Sprout Social Social Listening Software Product Overview

Table 88. Sprout Social Social Listening Software Revenue (M USD) and Gross Margin

(2019-2024)

Table 89. Sprout Social Business Overview

Table 90. Sprout Social Recent Developments

- Table 91. Meltwater Social Listening Software Basic Information
- Table 92. Meltwater Social Listening Software Product Overview
- Table 93. Meltwater Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 94. Meltwater Business Overview
- Table 95. Meltwater Recent Developments
- Table 96. Talkwalker Social Listening Software Basic Information
- Table 97. Talkwalker Social Listening Software Product Overview
- Table 98. Talkwalker Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 99. Talkwalker Business Overview
- Table 100. Talkwalker Recent Developments
- Table 101. Brandwatch Social Listening Software Basic Information
- Table 102. Brandwatch Social Listening Software Product Overview
- Table 103. Brandwatch Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 104. Brandwatch Business Overview
- Table 105. Brandwatch Recent Developments
- Table 106. Sendible Social Listening Software Basic Information
- Table 107. Sendible Social Listening Software Product Overview
- Table 108. Sendible Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 109. Sendible Business Overview
- Table 110. Sendible Recent Developments
- Table 111. Mediatoolkit Social Listening Software Basic Information
- Table 112. Mediatoolkit Social Listening Software Product Overview
- Table 113. Mediatoolkit Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 114. Mediatoolkit Business Overview
- Table 115. Mediatoolkit Recent Developments
- Table 116. Oktopost Social Listening Software Basic Information
- Table 117. Oktopost Social Listening Software Product Overview
- Table 118. Oktopost Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 119. Oktopost Business Overview
- Table 120. Oktopost Recent Developments
- Table 121. Mentionlytics Social Listening Software Basic Information
- Table 122. Mentionlytics Social Listening Software Product Overview
- Table 123. Mentionlytics Social Listening Software Revenue (M USD) and Gross Margin

(2019-2024)

Table 124. Mentionlytics Business Overview

Table 125. Mentionlytics Recent Developments

Table 126. Digimind Social Listening Software Basic Information

Table 127. Digimind Social Listening Software Product Overview

Table 128. Digimind Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)

Table 129. Digimind Business Overview

Table 130. Digimind Recent Developments

Table 131. Keyhole Social Listening Software Basic Information

Table 132. Keyhole Social Listening Software Product Overview

Table 133. Keyhole Social Listening Software Revenue (M USD) and Gross Margin (2019-2024)

Table 134. Keyhole Business Overview

Table 135. Keyhole Recent Developments

Table 136. Global Social Listening Software Market Size Forecast by Region (2025-2030) & (M USD)

Table 137. North America Social Listening Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 138. Europe Social Listening Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 139. Asia Pacific Social Listening Software Market Size Forecast by Region (2025-2030) & (M USD)

Table 140. South America Social Listening Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 141. Middle East and Africa Social Listening Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 142. Global Social Listening Software Market Size Forecast by Type (2025-2030) & (M USD)

Table 143. Global Social Listening Software Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

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

(2019-2024)

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

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

Figure 30. Europe Social Listening Software Market Size Market Share by Country in 2023

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

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

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

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

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

Figure 36. Asia Pacific Social Listening Software Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Social Listening Software Market Size Market Share by Region in 2023

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

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

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

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

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

Figure 43. South America Social Listening Software Market Size and Growth Rate (M USD)

Figure 44. South America Social Listening Software Market Size Market Share by Country in 2023

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

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

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

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

Figure 49. Middle East and Africa Social Listening Software Market Size Market Share by Region in 2023

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

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

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

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

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

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

Figure 56. Global Social Listening Software Market Share Forecast by Type (2025-2030)

Figure 57. Global Social Listening Software Market Share Forecast by Application (2025-2030)

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