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Global Social Media Analytics Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)

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Abstracts

Scope of the Report

The report titled “Global Social Media Analytics Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)”, provides an in depth analysis of the global social media analytics market by value, by region, etc. The report provides a detailed regional analysis of the social media analytics market, including the following regions: North America; Europe; Asia Pacific; Latin America; and Middle East and Africa. The report also provides a detailed analysis of the COVID-19 impact on the social media analytics market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global social media analytics market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global social media analytics market is fragmented with many major market players operating worldwide. The key players of the social media analytics market are IBM Corporation, Oracle Corporation, Hootsuite Inc. and Salesforce.com, Inc. are also profiled with their financial information and respective business strategies.

Country Coverage

North America

Europe

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Asia Pacific

Latin America

Middle East and Africa

Company Coverage

Salesforce.com, Inc.

Oracle Corporation

IBM Corporation

Hootsuite Inc.

Executive Summary

Social media analytics is the procedure to track, gather and analyze data from social media platforms. Social media analytics helps businesses to venture tactics and strategies, with the help of social media analytics tools to target the right audience, allowing to time and effort effective as well as efficient.

The Social Media Analytics market can be segmented on the basis of deployment type (cloud–based and on–premise); by application (Competitive Intelligence, Customer Experience Management, Public Safety & Law Enforcement, Risk Monitoring & Fraud Detection, Sales Marketing Management and Others); and by end-user industry (Banking, Financial Services and Insurance, Retail and E-commerce, Media and Advertising, IT and Telecom, Healthcare, Manufacturing, Government and Defense and Others).

The global social media analytics market has increased at a significant CAGR during the years 2016-2020, and projections are made that the market would rise in the next four years i.e. 2021-2025. The social media analytics market is expected to increase due to rising number of internet users, growing influence of social media, escalating data generation, growing digital advertisement spending, increased focus on targeted

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marketing and competitive intelligence, high rate of adoption in SMEs, etc. yet the market faces some challenges such as, large number of victims of cyber crime, lack of standard measures for social media analytics, complexities in analytical workflow and harsh regulations, etc.

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Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Social Media Analytics: An Overview
  2.1.1 Benefits of Social Media Analytics
  2.1.2 Key Metrics of Social Media Analytics
  2.1.3 Objectives of Social Media Analytics
  2.1.4 Capability Process of Effective Social Media Analytics
  2.1.5 Types of Social Media Analytics
2.2 Social Media Analytics Segmentation: An Overview
  2.2.1 Social Media Analytics segmentation by Deployment Type
  2.2.2 Social Media Analytics Segmentation by Application
  2.2.3 Social Media Analytics Segmentation by End-Use Industry

3. GLOBAL MARKET ANALYSIS

3.1 Global Social Media Analytics Market: An Analysis
  3.1.1 Global Social Media Analytics Market by Value
  3.1.2 Global Social Media Analytics Market by Region (North America, Europe, Asia Pacific, Latin America, and Middle East and Africa)

4. REGIONAL MARKET ANALYSIS

4.1 North America Social Media Analytics Market: An Analysis
  4.1.1 North America Social Media Analytics Market by Value
4.2 Europe Social Media Analytics Market: An Analysis
  4.2.1 Europe Social Media Analytics Market by Value
4.3 Asia Pacific Social Media Analytics Market: An Analysis
  4.3.1 Asia Pacific Social Media Analytics Market by Value
4.4 Latin America Social Media Analytics Market: An Analysis
  4.4.1 Latin America Social Media Analytics Market by Value
4.5 Middle East and Africa Social Media Analytics Market: An Analysis
  4.5.1 Middle East and Africa Social Media Analytics Market by Value

5. IMPACT OF COVID-19

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5.1 Impact of COVID-19
5.1.1 Impact of COVID-19 on Social Media Market
5.1.2 Social Media Companies' Response Towards the Pandemic
5.1.3 Impact of COVID-19 on Social Media Analytics Market
5.1.4 Factors Influencing Social Media Analytics Market Due to COVID-19

6. MARKET DYNAMICS

6.1 Growth Driver
6.1.1 Rising Number of Internet Users
6.1.2 Growing Influence of Social Media
6.1.3 Escalating Data Generation
6.1.4 Increasing Number of Smartphone Users
6.1.5 Growing Digital Advertisement Spending
6.1.6 Increased Focus on Targeted marketing and Competitive Intelligence
6.1.7 High Rate of Adoption in SMEs
6.2 Challenges
6.2.1 Large Number of Victims of Cyber Crime
6.2.2 Lack of Standard Measures for Social Media Analytics
6.2.3 Complexities in Analytical Workflow and Harsh Regulations
6.3 Market Trends
6.3.1 Rising Adoption of 5G Connections
6.3.2 Surge in Adoption of Cloud Computing
6.3.3 Integration of Artificial Intelligence (AI) with Social Media Analytics Software
6.3.4 Growth in Data Analytic Services
6.3.5 Increasing Adoption of Internet of Things (IoT)

7. COMPETITIVE LANDSCAPE

7.1 Global Social Media Analytics Market Players: A Financial Comparison
7.2 Global Social Media Analytics Players by Market Share
7.2.1 Global Social Media Analytics Players by Market Share
7.3 Global Social Media Analytics Market Players by Number of Companies using the Technology
7.4 Global Social Media Analytics Market Players by the Markets Comparison

8. COMPANY PROFILES

8.1 Salesforce.com, Inc.

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8.1.1 Business Overview
8.1.2 Financial Overview
8.1.3 Business Strategy
8.2 IBM Corporation
8.2.1 Business Overview
8.2.2 Financial Overview
8.2.3 Business Strategy
8.3 Oracle Corporation
8.3.1 Business Overview
8.3.2 Financial Overview
8.3.3 Business Strategy
8.4 Hootsuite Inc.
8.4.1 Business Overview
8.4.2 Business Strategy

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List Of Figures

LIST OF FIGURES

Figure 1: Benefits of Social Media Analytics
Figure 2: Key Metrics of Social Media Analytics
Figure 3: Objectives of Social Media Analytics
Figure 4: Capability Process of Effective Social Media Analytics
Figure 5: Types of Social Media Analytics
Figure 6: Social Media Analytics segmentation by Deployment Type
Figure 7: Social Media Analytics Segmentation by Application
Figure 8: Social Media Analytics Segmentation by End-Use Industry
Figure 9: Global Social Media Analytics Market by Value; 2016–2020 (US$ Billion)
Figure 10: Global Social Media Analytics Market by Value; 2021–2025 (US$ Billion)
Figure 11: Global Social Media Analytics Market by Region; 2020 (Percentage, %)
Figure 12: North America Social Media Analytics Market by Value; 2016–2020 (US$ Billion)
Figure 13: North America Social Media Analytics Market by Value; 2020 – 2025 (US$ Billion)
Figure 14: Europe Social Media Analytics Market by Value; 2016–2020 (US$ Million)
Figure 15: Europe Social Media Analytics Market by Value; 2021–2025 (US$ Billion)
Figure 16: Asia Pacific Social Media Analytics Market by Value; 2016-2020 (US$ Million)
Figure 17: Asia Pacific Social Media Analytics Market by Value; 2021 – 2025 (US$ Billion)
Figure 18: Latin America Social Media Analytics Market by Value; 2016-2020 (US$ Million)
Figure 19: Latin America Social Media Analytics Market by Value; 2021-2025 (US$ Million)
Figure 20: Middle East and Africa Social Media Analytics Market by Value; 2016–2020 (US$ Million)
Figure 21: Middle East and Africa Social Media Analytics Market by Value; 2021–2025 (US$ Million)
Figure 22: Social Media Companies' Response Towards the Pandemic
Figure 23: Global Share of Organizations Using Social Media Analytics in Market Research; 2016 – 2020 (Percentage, %)
Figure 24: Factors Influencing Social Media Analytics Market Due to COVID-19
Figure 25: Global Internet Users and Penetration; 2016-2021 (Billion & Percentage, %)
Figure 26: Global Active Social Media Users; 2016 – 2021 (Billion)

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Figure 27: Global Data Creation; 2020-2025 (Zettabyte)
Figure 28: Global Smartphone Penetration; 2016 – 2021 (Percentage, %)
Figure 29: Global and the US Digital Advertisement Spending; 2019–2024 (US$ Billion)
Figure 30: The US Cybercrime Complaints Received and Cybercrimes Losses Reported; 2016-2020 (Thousand and US$ Billion)
Figure 31: Global 5G Smartphone Subscriptions; 2020-2026 (Billion)
Figure 32: Global Cloud Computing Market by Software Type; 2018–2024 (US$ Billion)
Figure 33: Global Artificial Intelligence (AI) Market Revenue; 2020-2024 (US$ Billion)
Figure 34: Global Big data and Business Analytics Revenue; 2018-2022 (US$ Billion)
Figure 35: Global Number of Internet of Things (IoT) Devices Connections; 2018-2022 (Billion)
Figure 36: Global Social Media Analytics Players by Market Share; 2020 (Percentage, %)
Figure 37: Global Social Media Analytics Market Players by the Markets Comparison
Figure 38: Salesforce.com, Inc. Revenues; 2016-2020 (US$ Billion)
Figure 39: Salesforce.com, Inc. Revenues by Source; 2020 (Percentage, %)
Figure 40: Salesforce.com, Inc. Revenues by Region; 2020 (Percentage, %)
Figure 41: IBM Corporation Revenue; 2016-2020 (US$ Billion)
Figure 42: IBM Corporation Revenue by Segments; 2020 (Percentage, %)
Figure 43: IBM Corporation Revenue by Region; 2020 (Percentage, %)
Figure 44: Oracle Corporation Total Revenues; 2016-2020 (US$ Billion)
Figure 45: Oracle Corporation Total Revenues by Business; 2020 (Percentage, %)
Figure 46: Oracle Corporation Total Revenues by Region; 2020 (Percentage, %)
Table 1: Global Social Media Analytics Market Players: A Financial Comparison; 2020
Table 2: Global Social Media Analytics Market Players by Number of Companies using the Technology

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