

Global Employee Advocacy Software Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Employee Advocacy Software market size will reach 449.09 Million USD in 2025 and is projected to reach 790.35 Million USD by 2032, with a CAGR of 8.41% (2025-2032). Notably, the China Employee Advocacy Software market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Employee advocacy software is a digital platform that enables organizations to leverage their employees as brand ambassadors and social media advocates. It provides tools for employees to easily share company-generated content, news, and marketing messages on their personal social media profiles, amplifying the organization's online presence and increasing brand visibility. Employee advocacy software typically offers features such as content curation, scheduling, and analytics to measure the impact of employee sharing. It fosters employee engagement, strengthens brand consistency, and extends the reach of a company's marketing efforts by tapping into the networks and credibility of its workforce, ultimately driving brand awareness and engagement in the digital space.

The major global suppliers of Employee Advocacy Software include DrumUp, Hootsuite, Bambu, GaggleAMP, Influitive, EveryoneSocial, Sociabble, PostBeyond, Dynamic Signal, ClearView, Sharp, MarketBeam, SocioAdvocacy, Ambassify, RFactor, etc. The global players competition landscape in this report is divided into three tiers. The first

tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Employee Advocacy Software. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Employee Advocacy Software market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Employee Advocacy Software market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Employee Advocacy Software industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Employee Advocacy Software Include:

DrumUp

Hootsuite

Bambu

GaggleAMP

Influitive

EveryoneSocial

Sociabble

PostBeyond

Dynamic Signal

ClearView

Smarp

MarketBeam

SocioAdvocacy

Ambassify

RFactr

Employee Advocacy Software Product Segment Include:

On-Premises

Cloud Based

Employee Advocacy Software Product Application Include:

SMEs

Large Enterprises

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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