

# Global Online Survey 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 Online Survey Software market size will reach 2,310.11 Million USD in 2025 and is projected to reach 5,122.90 Million USD by 2032, with a CAGR of 12.05% (2025-2032). Notably, the China Online Survey 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

Online survey software is a web-based tool or application that enables individuals and organizations to create, distribute, and analyze surveys or questionnaires via the internet. These platforms provide a user-friendly interface for designing surveys with various question types, customizing branding, and defining survey logic. Once created, surveys can be shared with respondents through email, social media, websites, or embedded links. Online survey software collects and compiles responses, often in real-time, and offers robust data analysis features, including charts and reports. It is commonly used for market research, customer feedback, employee engagement, and academic studies, offering a quick and cost-effective way to gather data and insights from a diverse range of respondents.

The major global suppliers of Online Survey Software include Qualtrics, QuestionPro, SurveyMonkey, SoGoSurvey, Zoho, SmartSurvey, Campaign Monitor, SurveyGizmo, Snap Surveys, Formstack, Typeform, KeySurvey, Voxco, Zonka Feedback, Changsha WJX, 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 Online Survey 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 Online Survey 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 Online Survey 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 Online Survey 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 Online Survey Software Include:

Qualtrics

QuestionPro

SurveyMonkey

SoGoSurvey

Zoho

SmartSurvey

Campaign Monitor

SurveyGizmo

Snap Surveys

Formstack

Typeform

KeySurvey

Voxco

Zonka Feedback

Changsha WJX

Online Survey Software Product Segment Include:

Individual Grade

Enterprise Grade

Online Survey Software Product Application Include:

Education and Public Sector

Automotive

Airline and Travel

BFSI

Retail

Medical and Media

Others

## **Chapter Scope**

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

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