

# Global Public Opinion Monitoring Systems Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIRResearch's in-depth investigation and research, the global Public Opinion Monitoring Systems market size will reach 2,721.95 Million USD in 2025 and is projected to reach 4,643.82 Million USD by 2032, with a CAGR of 7.93% (2025-2032). Notably, the China Public Opinion Monitoring Systems 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

Public opinion monitoring systems are tools or platforms used to gather, analyze, and interpret public sentiment, attitudes, and perceptions on various topics, issues, or entities. These systems utilize a combination of techniques such as data collection from social media, surveys, news articles, blogs, forums, and other sources to capture public opinions in real-time or over specific periods. They employ natural language processing, sentiment analysis, and data mining algorithms to process large volumes of data and extract meaningful insights. The information gathered from these systems can be used by governments, organizations, businesses, and researchers to understand public sentiment, track trends, evaluate policies, manage reputation, and make informed decisions. Public opinion monitoring systems play a crucial role in modern-day communication and decision-making processes, providing valuable insights into the views and preferences of the general population.

The major global suppliers of Public Opinion Monitoring Systems include Zoho,

Salesforce, Sprinklr, Meltwater, Digimind, LexisNexis, Crowd Analyzer, Lucidya, TVEyes, Factiva, Muck Rack, Brandwatch, Semrush, AlphaSense, Ahrefs, Brand24, Amplify, Mentionlytics, Dataminr, Istarshine, People.com, Midu, Wenge Group, Toom, Uuwatch, Wisers, Zhiwei Data, China Data, Eefung, Mediaforce, 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 Public Opinion Monitoring Systems. 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 Public Opinion Monitoring Systems 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 Public Opinion Monitoring Systems 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 Public Opinion Monitoring Systems 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 Public Opinion Monitoring Systems Include:

Zoho

Salesforce

Sprinklr

Meltwater

Digimind

LexisNexis

Crowd Analyzer

Lucidya

TVEyes

Factiva

Muck Rack

Brandwatch

Semrush

AlphaSense

Ahrefs

Brand24

Amplify

Mentionlytics

Dataminr

Istarshine

People.com

Midu

Wenge Group

Toom

Uuwatch

Wisers

Zhiwei Data

China Data

Eefung

Mediaforce

Public Opinion Monitoring Systems Product Segment Include:

Cloud Based

On-premises

Public Opinion Monitoring Systems Product Application Include:

Media Organizations

Government

Enterprises

Schools and Universities

Others

## **Chapter Scope**

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

Chapter 2: Global Public Opinion Monitoring Systems Industry PESTEL Analysis

Chapter 3: Global Public Opinion Monitoring Systems Industry Porter's Five Forces Analysis

Chapter 4: Global Public Opinion Monitoring Systems Major Regional Market Size and Forecast Analysis

Chapter 5: Global Public Opinion Monitoring Systems Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Passenger Public Opinion Monitoring Systems Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Public Opinion Monitoring Systems Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Public Opinion Monitoring Systems Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Public Opinion Monitoring Systems Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Public Opinion Monitoring Systems Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Public Opinion Monitoring Systems Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Public Opinion Monitoring Systems Competitive Analysis of Key Suppliers (Revenue, Market Share, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Revenue and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

## Contents

### **1 PUBLIC OPINION MONITORING SYSTEMS MARKET OVERVIEW**

- 1.1 Product Definition and Statistical Scope
- 1.2 Public Opinion Monitoring Systems Product by Type
  - 1.2.1 Cloud Based
  - 1.2.2 On-premises
- 1.3 Public Opinion Monitoring Systems Product by Application
  - 1.3.1 Media Organizations
  - 1.3.2 Government
  - 1.3.3 Enterprises
  - 1.3.4 Schools and Universities
  - 1.3.5 Others
- 1.4 Global Public Opinion Monitoring Systems Market Size Analysis (2020-2032)
- 1.5 Public Opinion Monitoring Systems Market Development Status and Trends
  - 1.5.1 Public Opinion Monitoring Systems Industry Development Status Analysis
  - 1.5.2 Public Opinion Monitoring Systems Industry Development Trends Analysis

### **2 PUBLIC OPINION MONITORING SYSTEMS MARKET PESTEL ANALYSIS**

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

### **3 PUBLIC OPINION MONITORING SYSTEMS MARKET PORTER'S FIVE FORCES ANALYSIS**

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

### **4 GLOBAL PUBLIC OPINION MONITORING SYSTEMS MARKET ANALYSIS BY REGIONS**

4.1 Global Public Opinion Monitoring Systems Overall Market: 2024 VS 2025 VS 2032

4.2 Global Public Opinion Monitoring Systems Revenue and Forecast Analysis (2020-2032)

4.2.1 Global Public Opinion Monitoring Systems Revenue and Market Share by Region (2020-2025)

4.2.2 Global Public Opinion Monitoring Systems Revenue Forecast by Region (2026-2032)

## **5 GLOBAL PUBLIC OPINION MONITORING SYSTEMS MARKET SIZE BY TYPE AND APPLICATION**

5.1 Global Public Opinion Monitoring Systems Market Size by Type (2020-2032)

5.2 Global Public Opinion Monitoring Systems Market Size by Application (2020-2032)

## **6 NORTH AMERICA**

6.1 North America Public Opinion Monitoring Systems Market Size and Growth Rate Analysis (2020-2032)

6.2 North America Key Suppliers Analysis

6.3 North America Public Opinion Monitoring Systems Market Size by Type

6.4 North America Public Opinion Monitoring Systems Market Size by Application

6.5 North America Public Opinion Monitoring Systems Market Size by Country

6.5.1 US

6.5.2 Canada

## **7 EUROPE**

7.1 Europe Public Opinion Monitoring Systems Market Size and Growth Rate Analysis (2020-2032)

7.2 Europe Key Suppliers Analysis

7.3 Europe Public Opinion Monitoring Systems Market Size by Type

7.4 Europe Public Opinion Monitoring Systems Market Size by Application

7.5 Europe Public Opinion Monitoring Systems Market Size by Country

7.5.1 Germany

7.5.2 France

7.5.3 United Kingdom

7.5.4 Italy

7.5.5 Spain

## 7.5.6 Benelux

## **8 CHINA**

8.1 China Public Opinion Monitoring Systems Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Suppliers Analysis

8.3 China Public Opinion Monitoring Systems Market Size by Type

8.4 China Public Opinion Monitoring Systems Market Size by Application

## **9 APAC (EXCL. CHINA)**

9.1 APAC (excl. China) Public Opinion Monitoring Systems Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Suppliers Analysis

9.3 APAC (excl. China) Public Opinion Monitoring Systems Market Size by Type

9.4 APAC (excl. China) Public Opinion Monitoring Systems Market Size by Application

9.5 APAC (excl. China) Public Opinion Monitoring Systems Market Size by Country

9.5.1 Japan

9.5.2 South Korea

9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

## **10 LATIN AMERICA**

10.1 Latin America Public Opinion Monitoring Systems Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Suppliers Analysis

10.3 Latin America Public Opinion Monitoring Systems Market Size by Type

10.4 Latin America Public Opinion Monitoring Systems Market Size by Application

10.5 Latin America Public Opinion Monitoring Systems Market Size by Country

10.5.1 Mexico

10.5.2 Brazil

## **11 MIDDLE EAST & AFRICA**

11.1 Middle East & Africa Public Opinion Monitoring Systems Market Size and Growth Rate Analysis (2020-2032)

- 11.2 Middle East & Africa Key Suppliers Analysis
- 11.3 Middle East & Africa Public Opinion Monitoring Systems Market Size by Type
- 11.4 Middle East & Africa Public Opinion Monitoring Systems Market Size by Application
- 11.5 Middle East & Africa Public Opinion Monitoring Systems Market Size by Country
  - 11.5.1 Saudi Arabia
  - 11.5.2 South Africa

## **12 COMPETITION BY SUPPLIERS**

- 12.1 Global Public Opinion Monitoring Systems Market Revenue by Key Suppliers (2021-2025)
- 12.2 Public Opinion Monitoring Systems Competitive Landscape Analysis and Market Dynamic
  - 12.2.1 Public Opinion Monitoring Systems Competitive Landscape Analysis
  - 12.2.2 Global Key Suppliers Headquarter Location and Key Area Sales
  - 12.2.3 Market Dynamic

## **13 KEY COMPANIES ANALYSIS**

- 13.1 Zoho
  - 13.1.1 Zoho Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.1.2 Zoho Public Opinion Monitoring Systems Product Portfolio
  - 13.1.3 Zoho Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.2 Salesforce
  - 13.2.1 Salesforce Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.2.2 Salesforce Public Opinion Monitoring Systems Product Portfolio
  - 13.2.3 Salesforce Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.3 Sprinklr
  - 13.3.1 Sprinklr Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.3.2 Sprinklr Public Opinion Monitoring Systems Product Portfolio
  - 13.3.3 Sprinklr Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.4 Meltwater

13.4.1 Meltwater Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Meltwater Public Opinion Monitoring Systems Product Portfolio

13.4.3 Meltwater Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.5 Digimind

13.5.1 Digimind Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Digimind Public Opinion Monitoring Systems Product Portfolio

13.5.3 Digimind Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.6 LexisNexis

13.6.1 LexisNexis Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 LexisNexis Public Opinion Monitoring Systems Product Portfolio

13.6.3 LexisNexis Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.7 Crowd Analyzer

13.7.1 Crowd Analyzer Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Crowd Analyzer Public Opinion Monitoring Systems Product Portfolio

13.7.3 Crowd Analyzer Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.8 Lucidya

13.8.1 Lucidya Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Lucidya Public Opinion Monitoring Systems Product Portfolio

13.8.3 Lucidya Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.9 TVEyes

13.9.1 TVEyes Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 TVEyes Public Opinion Monitoring Systems Product Portfolio

13.9.3 TVEyes Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.10 Factiva

13.10.1 Factiva Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Factiva Public Opinion Monitoring Systems Product Portfolio

13.10.3 Factiva Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.11 Muck Rack

13.11.1 Muck Rack Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Muck Rack Public Opinion Monitoring Systems Product Portfolio

13.11.3 Muck Rack Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.12 Brandwatch

13.12.1 Brandwatch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Brandwatch Public Opinion Monitoring Systems Product Portfolio

13.12.3 Brandwatch Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.13 Semrush

13.13.1 Semrush Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Semrush Public Opinion Monitoring Systems Product Portfolio

13.13.3 Semrush Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.14 AlphaSense

13.14.1 AlphaSense Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 AlphaSense Public Opinion Monitoring Systems Product Portfolio

13.14.3 AlphaSense Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.15 Ahrefs

13.15.1 Ahrefs Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Ahrefs Public Opinion Monitoring Systems Product Portfolio

13.15.3 Ahrefs Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.16 Brand24

13.16.1 Brand24 Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 Brand24 Public Opinion Monitoring Systems Product Portfolio

13.16.3 Brand24 Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.17 Amplify

13.17.1 Amplify Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Amplify Public Opinion Monitoring Systems Product Portfolio

13.17.3 Amplify Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.18 Mentionlytics

13.18.1 Mentionlytics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.18.2 Mentionlytics Public Opinion Monitoring Systems Product Portfolio

13.18.3 Mentionlytics Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.19 Dataminr

13.19.1 Dataminr Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.19.2 Dataminr Public Opinion Monitoring Systems Product Portfolio

13.19.3 Dataminr Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.20 Istarshine

13.20.1 Istarshine Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.20.2 Istarshine Public Opinion Monitoring Systems Product Portfolio

13.20.3 Istarshine Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.21 People.com

13.21.1 People.com Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.21.2 People.com Public Opinion Monitoring Systems Product Portfolio

13.21.3 People.com Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.22 Midu

13.22.1 Midu Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.22.2 Midu Public Opinion Monitoring Systems Product Portfolio

13.22.3 Midu Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.23 Wenge Group

13.23.1 Wenge Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.23.2 Wenge Group Public Opinion Monitoring Systems Product Portfolio

13.23.3 Wenge Group Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.24 Toom

13.24.1 Toom Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.24.2 Toom Public Opinion Monitoring Systems Product Portfolio

13.24.3 Toom Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.25 Uuwatch

13.25.1 Uuwatch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.25.2 Uuwatch Public Opinion Monitoring Systems Product Portfolio

13.25.3 Uuwatch Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.26 Wisers

13.26.1 Wisers Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.26.2 Wisers Public Opinion Monitoring Systems Product Portfolio

13.26.3 Wisers Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.27 Zhiwei Data

13.27.1 Zhiwei Data Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.27.2 Zhiwei Data Public Opinion Monitoring Systems Product Portfolio

13.27.3 Zhiwei Data Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.28 China Data

13.28.1 China Data Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.28.2 China Data Public Opinion Monitoring Systems Product Portfolio

13.28.3 China Data Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.29 Eefung

13.29.1 Eefung Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.29.2 Eefung Public Opinion Monitoring Systems Product Portfolio

13.29.3 Eefung Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.30 Mediaforce

13.30.1 Mediaforce Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.30.2 Mediaforce Public Opinion Monitoring Systems Product Portfolio

13.30.3 Mediaforce Public Opinion Monitoring Systems Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

## **14 INDUSTRY CHAIN ANALYSIS**

14.1 Public Opinion Monitoring Systems Industry Chain Analysis

14.2 Public Opinion Monitoring Systems Typical Downstream Customers

14.3 Public Opinion Monitoring Systems Sales Channel Analysis

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 METHODOLOGY AND DATA SOURCE**

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Global Public Opinion Monitoring Systems Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Public Opinion Monitoring Systems Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Public Opinion Monitoring Systems Industry Development Status

Table 4: Public Opinion Monitoring Systems Industry Development Trends

Table 5: Global Public Opinion Monitoring Systems Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Public Opinion Monitoring Systems Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Public Opinion Monitoring Systems Revenue Market Share by Region (2020-2025)

Table 8: Global Public Opinion Monitoring Systems Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Public Opinion Monitoring Systems Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Public Opinion Monitoring Systems Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 11: Global Public Opinion Monitoring Systems Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 12: Global Public Opinion Monitoring Systems Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 13: Global Public Opinion Monitoring Systems Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 14: Key Public Opinion Monitoring Systems Players in North America

Table 15: North America Public Opinion Monitoring Systems Revenue by Type (2020-2025) & (US\$ Million)

Table 16: North America Public Opinion Monitoring Systems Revenue by Type (2026-2032) & (US\$ Million)

Table 17: North America Public Opinion Monitoring Systems Revenue by Application (2020-2025) & (US\$ Million)

Table 18: North America Public Opinion Monitoring Systems Revenue by Application (2026-2032) & (US\$ Million)

Table 19: North America Public Opinion Monitoring Systems Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 20: North America Public Opinion Monitoring Systems Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 21: Key Public Opinion Monitoring Systems Players in Europe

Table 22: Europe Public Opinion Monitoring Systems Revenue by Type (2020-2025) & (US\$ Million)

Table 23: Europe Public Opinion Monitoring Systems Revenue by Type (2026-2032) & (US\$ Million)

Table 24: Europe Public Opinion Monitoring Systems Revenue by Application (2020-2025) & (US\$ Million)

Table 25: Europe Public Opinion Monitoring Systems Revenue by Application (2026-2032) & (US\$ Million)

Table 26: Europe Public Opinion Monitoring Systems Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 27: Europe Public Opinion Monitoring Systems Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 28: Key Public Opinion Monitoring Systems Players in China

Table 29: China Public Opinion Monitoring Systems Revenue by Type (2020-2025) & (US\$ Million)

Table 30: China Public Opinion Monitoring Systems Revenue by Type (2026-2032) & (US\$ Million)

Table 31: China Public Opinion Monitoring Systems Revenue by Application (2020-2025) & (US\$ Million)

Table 32: China Public Opinion Monitoring Systems Revenue by Application (2026-2032) & (US\$ Million)

Table 33: Key Public Opinion Monitoring Systems Players in APAC (excl. China)

Table 34: APAC (excl. China) Public Opinion Monitoring Systems Revenue by Type (2020-2025) & (US\$ Million)

Table 35: APAC (excl. China) Public Opinion Monitoring Systems Revenue by Type (2026-2032) & (US\$ Million)

Table 36: APAC (excl. China) Public Opinion Monitoring Systems Revenue by Application (2020-2025) & (US\$ Million)

Table 37: APAC (excl. China) Public Opinion Monitoring Systems Revenue by Application (2026-2032) & (US\$ Million)

Table 38: APAC (excl. China) Public Opinion Monitoring Systems Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 39: APAC (excl. China) Public Opinion Monitoring Systems Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 40: Key Public Opinion Monitoring Systems Players in Latin America

Table 41: Latin America Public Opinion Monitoring Systems Revenue by Type

(2020-2025) & (US\$ Million)

Table 42: Latin America Public Opinion Monitoring Systems Revenue by Type

(2026-2032) & (US\$ Million)

Table 43: Latin America Public Opinion Monitoring Systems Revenue by Application

(2020-2025) & (US\$ Million)

Table 44: Latin America Public Opinion Monitoring Systems Revenue by Application

(2026-2032) & (US\$ Million)

Table 45: Latin America Public Opinion Monitoring Systems Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 46: Latin America Public Opinion Monitoring Systems Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 47: Key Public Opinion Monitoring Systems Players in Middle East & Africa

Table 48: Middle East & Africa Public Opinion Monitoring Systems Revenue by Type (2020-2025) & (US\$ Million)

Table 49: Middle East & Africa Public Opinion Monitoring Systems Revenue by Type (2026-2032) & (US\$ Million)

Table 50: Middle East & Africa Public Opinion Monitoring Systems Revenue by Application (2020-2025) & (US\$ Million)

Table 51: Middle East & Africa Public Opinion Monitoring Systems Revenue by Application (2026-2032) & (US\$ Million)

Table 52: Middle East & Africa Public Opinion Monitoring Systems Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 53: Middle East & Africa Public Opinion Monitoring Systems Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 54: Global Public Opinion Monitoring Systems Market Revenue by Key Suppliers (2021-2025) & (US\$ Million)

Table 55: Global Public Opinion Monitoring Systems Revenue Market Share by Key Suppliers (2021-2025)

Table 56: Global Key Suppliers Headquarter Location and Key Area Sales

Table 57: Market Mergers & Acquisitions, Expansion

Table 58: Zoho Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 59: Zoho Public Opinion Monitoring Systems Product Portfolio

Table 60: Zoho Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 61: Salesforce Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 62: Salesforce Public Opinion Monitoring Systems Product Portfolio

Table 63: Salesforce Public Opinion Monitoring Systems Revenue (US\$ Million), Gross

Margin and Market Share (2021-2025)

Table 64: Sprinklr Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 65: Sprinklr Public Opinion Monitoring Systems Product Portfolio

Table 66: Sprinklr Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 67: Meltwater Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 68: Meltwater Public Opinion Monitoring Systems Product Portfolio

Table 69: Meltwater Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 70: Digimind Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 71: Digimind Public Opinion Monitoring Systems Product Portfolio

Table 72: Digimind Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 73: LexisNexis Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 74: LexisNexis Public Opinion Monitoring Systems Product Portfolio

Table 75: LexisNexis Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 76: Crowd Analyzer Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 77: Crowd Analyzer Public Opinion Monitoring Systems Product Portfolio

Table 78: Crowd Analyzer Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 79: Lucidya Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 80: Lucidya Public Opinion Monitoring Systems Product Portfolio

Table 81: Lucidya Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 82: TVEyes Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 83: TVEyes Public Opinion Monitoring Systems Product Portfolio

Table 84: TVEyes Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 85: Factiva Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 86: Factiva Public Opinion Monitoring Systems Product Portfolio

Table 87: Factiva Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 88: Muck Rack Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 89: Muck Rack Public Opinion Monitoring Systems Product Portfolio

Table 90: Muck Rack Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 91: Brandwatch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 92: Brandwatch Public Opinion Monitoring Systems Product Portfolio

Table 93: Brandwatch Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 94: Semrush Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 95: Semrush Public Opinion Monitoring Systems Product Portfolio

Table 96: Semrush Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 97: AlphaSense Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 98: AlphaSense Public Opinion Monitoring Systems Product Portfolio

Table 99: AlphaSense Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 100: Ahrefs Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 101: Ahrefs Public Opinion Monitoring Systems Product Portfolio

Table 102: Ahrefs Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 103: Brand24 Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Brand24 Public Opinion Monitoring Systems Product Portfolio

Table 105: Brand24 Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 106: Amplify Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Amplify Public Opinion Monitoring Systems Product Portfolio

Table 108: Amplify Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 109: Mentionlytics Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- Table 110: Mentionlytics Public Opinion Monitoring Systems Product Portfolio
- Table 111: Mentionlytics Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)
- Table 112: Dataminr Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 113: Dataminr Public Opinion Monitoring Systems Product Portfolio
- Table 114: Dataminr Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)
- Table 115: Istarshine Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 116: Istarshine Public Opinion Monitoring Systems Product Portfolio
- Table 117: Istarshine Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)
- Table 118: People.com Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 119: People.com Public Opinion Monitoring Systems Product Portfolio
- Table 120: People.com Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)
- Table 121: Midu Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 122: Midu Public Opinion Monitoring Systems Product Portfolio
- Table 123: Midu Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)
- Table 124: Wenge Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 125: Wenge Group Public Opinion Monitoring Systems Product Portfolio
- Table 126: Wenge Group Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)
- Table 127: Toom Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 128: Toom Public Opinion Monitoring Systems Product Portfolio
- Table 129: Toom Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)
- Table 130: Uuwatch Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 131: Uuwatch Public Opinion Monitoring Systems Product Portfolio
- Table 132: Uuwatch Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)
- Table 133: Wisers Basic Company Profile (Employees, Areas Service, Competitors and

Contact Information)

Table 134: Wisers Public Opinion Monitoring Systems Product Portfolio

Table 135: Wisers Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 136: Zhiwei Data Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Zhiwei Data Public Opinion Monitoring Systems Product Portfolio

Table 138: Zhiwei Data Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 139: China Data Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: China Data Public Opinion Monitoring Systems Product Portfolio

Table 141: China Data Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 142: Eefung Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Eefung Public Opinion Monitoring Systems Product Portfolio

Table 144: Eefung Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 145: Mediaforce Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Mediaforce Public Opinion Monitoring Systems Product Portfolio

Table 147: Mediaforce Public Opinion Monitoring Systems Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 148: Public Opinion Monitoring Systems Typical Customer List

Table 149: Public Opinion Monitoring Systems Distributors List

## List Of Figures

### LIST OF FIGURES

Figure 1: Public Opinion Monitoring Systems Product Pictures

Figure 2: Cloud Based Picture Scope

Figure 3: On-premises Picture Scope

Figure 4: Media Organizations Picture Scope

Figure 5: Government Picture Scope

Figure 6: Enterprises Picture Scope

Figure 7: Schools and Universities Picture Scope

Figure 8: Others Picture Scope

Figure 9: Global Public Opinion Monitoring Systems Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 10: Global Public Opinion Monitoring Systems Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 11: Global Public Opinion Monitoring Systems Market Size by Region (2020-2032) & (US\$ Million)

Figure 12: Global Public Opinion Monitoring Systems Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 13: North America Public Opinion Monitoring Systems Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 14: North America Public Opinion Monitoring Systems Market Share by Players in 2024

Figure 15: North America Public Opinion Monitoring Systems Revenue Market Share by Type (2020-2032)

Figure 16: North America Public Opinion Monitoring Systems Revenue Market Share by Application (2020-2032)

Figure 17: US Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 18: Canada Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 19: Europe Public Opinion Monitoring Systems Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 20: Europe Public Opinion Monitoring Systems Market Share by Players in 2024

Figure 21: Europe Public Opinion Monitoring Systems Revenue Market Share by Type (2020-2032)

Figure 22: Europe Public Opinion Monitoring Systems Revenue Market Share by Application (2020-2032)

Figure 23: Germany Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$

Million)

Figure 24: France Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 25: United Kingdom Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 26: Italy Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 27: Spain Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 28: Benelux Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 29: China Public Opinion Monitoring Systems Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 30: China Public Opinion Monitoring Systems Market Share by Players in 2024

Figure 31: China Public Opinion Monitoring Systems Revenue Market Share by Type (2020-2032)

Figure 32: China Public Opinion Monitoring Systems Revenue Market Share by Application (2020-2032)

Figure 33: APAC (excl. China) Public Opinion Monitoring Systems Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 34: APAC (excl. China) Public Opinion Monitoring Systems Market Share by Players in 2024

Figure 35: APAC (excl. China) Public Opinion Monitoring Systems Revenue Market Share by Type (2020-2032)

Figure 36: APAC (excl. China) Public Opinion Monitoring Systems Revenue Market Share by Application (2020-2032)

Figure 37: Japan Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 38: South Korea Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 39: India Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 40: Australia Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 41: Southeast Asia Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 42: Latin America Public Opinion Monitoring Systems Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 43: Latin America Public Opinion Monitoring Systems Market Share by Players in

2024

Figure 44: Latin America Public Opinion Monitoring Systems Revenue Market Share by Type (2020-2032)

Figure 45: Latin America Public Opinion Monitoring Systems Revenue Market Share by Application (2020-2032)

Figure 46: Mexico Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 47: Brazil Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 48: Middle East & Africa Public Opinion Monitoring Systems Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 49: Middle East & Africa Public Opinion Monitoring Systems Market Share by Players in 2024

Figure 50: Middle East & Africa Public Opinion Monitoring Systems Revenue Market Share by Type (2020-2032)

Figure 51: Middle East & Africa Public Opinion Monitoring Systems Revenue Market Share by Application (2020-2032)

Figure 52: Saudi Arabia Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 53: South Africa Public Opinion Monitoring Systems Revenue (2020-2032) & (US\$ Million)

Figure 54: Global Public Opinion Monitoring Systems Revenue Market Share by Key Suppliers in 2024

Figure 55: Global Public Opinion Monitoring Systems Industry Competition Landscape

Figure 56: Public Opinion Monitoring Systems Industry Chain Analysis

Figure 57: Bottom-Up and Top-Down Research Methods

Figure 58: Key Interview Objectives

Figure 59: Data Cross Validation

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