

Global Social Business Intelligence Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Social Business Intelligence market size will reach 7,891.78 Million USD in 2025 and is projected to reach 38,310.49 Million USD by 2032, with a CAGR of 25.32% (2025-2032). Notably, the China Social Business Intelligence 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

Social Business Intelligence (SBI) refers to the process of gathering, analyzing, and leveraging data from social media platforms and other digital sources to inform business decision-making. It involves the use of specialized tools and techniques to monitor social media conversations, trends, and sentiments related to a company, its products, or its competitors. SBI allows businesses to gain valuable insights into consumer preferences, behaviors, and opinions, helping them to better understand their target audience and market dynamics. By analyzing social media data, businesses can identify emerging trends, detect potential issues or opportunities, and tailor their marketing strategies, product offerings, and customer service efforts accordingly. Social Business Intelligence enables organizations to harness the power of social media to drive innovation, improve customer engagement, and ultimately achieve their business objectives.

The major global suppliers of Social Business Intelligence include IBM, Oracle, SAP, SAS Institute, Adobe Systems, Attensity Group, Beevolve, Clarabridge, Crimson

Hexagon, Evolve24, Google, HP, Kapow Software/ Kofax, NetBase Solutions, Lithium Technologies, Radian6/Salesforce, Cision, Sysomos, 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 Social Business Intelligence. 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 Social Business Intelligence 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 Social Business Intelligence 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 Social Business Intelligence 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 Social Business Intelligence Include:

IBM

Oracle

SAP

SAS Institute

Adobe Systems

Attensity Group

Beevolve

Clarabridge

Crimson Hexagon

Evolve24

Google

HP

Kapow Software/ Kofax

NetBase Solutions

Lithium Technologies

Radian6/Salesforce

Cision

Sysomos

Social Business Intelligence Product Segment Include:

Cloud-Based

On-Premises

Social Business Intelligence Product Application Include:

SMEs

Large Enterprises

Government Organizations

Chapter Scope

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