

Global AI in Social Media Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global AI in Social Media market size was valued at USD 588.8 million in 2023 and is forecast to a readjusted size of USD 1614.8 million by 2030 with a CAGR of 15.5% during review period.

North America is expected to have the largest market size in the AI in social media market, while APAC is expected to grow at the highest CAGR during the forecast period. The North American region has shown increased investments in the market. A considerable growth is expected in the region during the forecast period. In North America, the AI in social media technologies is effectively used for various applications, such as sales and marketing, customer experience management, and predictive risk assessment.

The Global Info Research report includes an overview of the development of the AI in Social Media industry chain, the market status of Retail and E-commerce (Machine Learning and Deep Learning, Natural Language Processing (NLP)), Banking, Financial Services and Insurance (BFSI) (Machine Learning and Deep Learning, Natural Language Processing (NLP)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of AI in Social Media.

Regionally, the report analyzes the AI in Social Media markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global AI in Social Media market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the AI in Social Media market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the AI in Social Media industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Machine Learning and Deep Learning, Natural Language Processing (NLP)).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the AI in Social Media market.

Regional Analysis: The report involves examining the AI in Social Media market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the AI in Social Media market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to AI in Social Media:

Company Analysis: Report covers individual AI in Social Media players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards AI in Social Media This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail and E-commerce, Banking, Financial Services and Insurance (BFSI)).

Technology Analysis: Report covers specific technologies relevant to AI in Social Media.

It assesses the current state, advancements, and potential future developments in AI in Social Media areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the AI in Social Media market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

AI in Social Media market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

- Machine Learning and Deep Learning

- Natural Language Processing (NLP)

Market segment by Application

- Retail and E-commerce

- Banking, Financial Services and Insurance (BFSI)

- Media and Advertising

- Education

- Public Utilities

- Others

Market segment by players, this report covers

Google

Facebook

Microsoft

AWS

IBM

Adobe Systems

Baidu

Salesforce

Twitter

Snap

Clarabridge

Converseon

Sprinklr

Unmetric

Isentium

Cluep

Netbase

Spredfast

Synthesio

Crimson Hexagon

Hootsuite

Sprout Social

Vidora

Meltwater

Talkwalker

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe AI in Social Media product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI in Social Media, with revenue, gross margin and global market share of AI in Social Media from 2019 to 2024.

Chapter 3, the AI in Social Media competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and AI in Social Media market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AI in Social Media.

Chapter 13, to describe AI in Social Media research findings and conclusion.

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