

# Global Competitive Intelligence Tools Software 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 Competitive Intelligence Tools Software market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Competitive intelligence tools enable businesses to capture, analyze, and take action on its competitive landscape. Competitive intelligence data can help a variety of teams within a business, including marketing, sales, product, and senior leadership. Marketing can use these tools to glean information about their competitor's marketing strategy, including social media strategy, content strategy, digital advertising tactics, and more. Sales can use these tools to gather information about their competitor's pricing changes and market moves or company acquisitions, among other use cases. Competitive intelligence tools are useful for product teams because these tools can provide insight around consumer feedback, product removals, product additions, etc. Finally, senior executives can use these tools to drive investments and future company strategies.

The Global Info Research report includes an overview of the development of the Competitive Intelligence Tools Software industry chain, the market status of Large Enterprises (Cloud Based, On Premises), SMEs (Cloud Based, On Premises), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Competitive Intelligence Tools Software.

Regionally, the report analyzes the Competitive Intelligence Tools Software 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 Competitive Intelligence Tools Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Competitive Intelligence Tools Software 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 Competitive Intelligence Tools Software 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., Cloud Based, On Premises).

**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 Competitive Intelligence Tools Software market.

**Regional Analysis:** The report involves examining the Competitive Intelligence Tools Software 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 Competitive Intelligence Tools Software market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Competitive Intelligence Tools Software:

**Company Analysis:** Report covers individual Competitive Intelligence Tools Software 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 Competitive Intelligence Tools Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, SMEs).

**Technology Analysis:** Report covers specific technologies relevant to Competitive Intelligence Tools Software. It assesses the current state, advancements, and potential future developments in Competitive Intelligence Tools Software areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Competitive Intelligence Tools Software 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

Competitive Intelligence Tools Software 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

Cloud Based

On Premises

### Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Crayon

Brandwatch

SimilarWeb

Klue

Clootrack Software Labs Private Limited

Contify

Digimind

Competitors App

Kompyte

CI Radar

Intricately

Cipher Systems

Quid

Ceralytics

CompeteIQ

Nichefire

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 Competitive Intelligence Tools Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Competitive Intelligence Tools Software, with revenue, gross margin and global market share of Competitive Intelligence Tools Software from 2019 to 2024.

Chapter 3, the Competitive Intelligence Tools Software 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 Competitive Intelligence Tools Software 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 Competitive Intelligence Tools Software.

Chapter 13, to describe Competitive Intelligence Tools Software research findings and conclusion.



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