

Global Internet Public Opinion Monitor Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Internet Public Opinion Monitor market size is expected to reach \$ 34046 million by 2032, rising at a market growth of 8.0% CAGR during the forecast period (2026-2032).

Internet Public Opinion Monitor refers to a data-driven system or platform that continuously collects, processes, and analyzes online content from multiple sources to identify, track, and evaluate public opinion trends, sentiment, and potential risks in real time.

Gross Profit Margin Levels

The online public opinion monitoring industry is essentially a composite information service industry encompassing 'data subscription + SaaS platform + AI analysis + some manual services,' exhibiting a distinct stratified gross profit structure. Platform vendors primarily offering standardized SaaS subscriptions with highly automated data collection and analysis typically enjoy a higher gross profit margin of 65%-80%, mainly due to low marginal software costs, high data reuse rates, and economies of scale from the subscription model. However, vendors focusing on government projects, customized deployments, or in-depth public opinion reporting services, due to the significant involvement of manual analysis, project implementation, and localized delivery, typically see their gross profit margins decline to 45%-65%. At the industry-wide level, with the improvement of AI automation capabilities, the marginal decrease in data processing costs, and the increase in the proportion of standardized products, the industry's gross profit margin shows a steady upward trend. In the future, platform companies with their own data pipelines, algorithm capabilities, and global multilingual coverage will further widen the gross profit gap with traditional 'manual public opinion service providers.'

Industry Drivers

The growth of the online public opinion monitoring industry is primarily driven by the increasing complexity of the digital public opinion environment and the upgrading needs of corporate governance. First, with the explosive growth of social media, short videos, and UGC platforms, the speed of information dissemination has significantly accelerated, and public opinion events are characterized by 'high frequency, fragmentation, and emotionality,' leading to a continuous increase in the demand from enterprises and governments for real-time monitoring and rapid response. Second, brand reputation has become one of the core assets of enterprises, and public opinion monitoring has gradually upgraded from a 'post-event analysis tool' to a 'pre-event early warning and risk management system,' playing a crucial role in scenarios such as public relations crises, product quality incidents, and policy-sensitive periods. Third, the rapid development of artificial intelligence and natural language processing technologies has enabled public opinion analysis to leap from traditional keyword retrieval to advanced capabilities such as sentiment recognition, topic clustering, dissemination path analysis, and multimodal recognition, significantly enhancing data value and application depth. Finally, with increasingly stringent global regulatory environments and higher corporate compliance requirements, especially in the financial, internet, and public governance sectors, the demand for 24/7 public opinion monitoring, cross-platform information tracking, and auditable data traceability is constantly increasing, gradually transforming the industry from a marketing tool into an infrastructure for digital governance and corporate risk control.

This report studies the global Internet Public Opinion Monitor demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Internet Public Opinion Monitor, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Internet Public Opinion Monitor that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Internet Public Opinion Monitor total market, 2021-2032, (USD Million)

Global Internet Public Opinion Monitor total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Internet Public Opinion Monitor total market, key domestic companies,

and share, (USD Million)

Global Internet Public Opinion Monitor revenue by player, revenue and market share 2021-2026, (USD Million)

Global Internet Public Opinion Monitor total market by Type, CAGR, 2021-2032, (USD Million)

Global Internet Public Opinion Monitor total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Internet Public Opinion Monitor market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Meltwater, Cision, Sprinklr, Hootsuite, Sprout Social, Onclusive, NewsWhip, Quid, Pulsar, YouScan, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Internet Public Opinion Monitor market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Internet Public Opinion Monitor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Internet Public Opinion Monitor Market, Segmentation by Type:

AI-Driven Large-Scale Model

Ecosystem Data-Dependent

Others

Global Internet Public Opinion Monitor Market, Segmentation by Service Model:

SaaS Subscription Model

Private Deployment Model

Hybrid Deployment Model

Global Internet Public Opinion Monitor Market, Segmentation by Customer Type:

Large Enterprise

SMEs

Global Internet Public Opinion Monitor Market, Segmentation by Application:

Media Organizations

Government

Enterprises

Schools and Universities

Others

Companies Profiled:

Meltwater

Cision

Sprinklr

Hootsuite

Sprout Social

Onclusive

NewsWhip

Quid

Pulsar

YouScan

Mention

BAIDU AI CLOUD

Xinhua

UUWatch

Wisers

Brand24

Notified

Infegy

Emplifi

Determ

Awario

Locobuzz

Key Questions Answered

1. How big is the global Internet Public Opinion Monitor market?
2. What is the demand of the global Internet Public Opinion Monitor market?
3. What is the year over year growth of the global Internet Public Opinion Monitor market?
4. What is the total value of the global Internet Public Opinion Monitor market?
5. Who are the Major Players in the global Internet Public Opinion Monitor market?
6. What are the growth factors driving the market demand?

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