

# Global Media Monitoring Tools Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G656BA6C77ADEN.html>

Date: December 2025

Pages: 163

Price: US\$ 4,480.00 (Single User License)

ID: G656BA6C77ADEN

## Abstracts

The global Media Monitoring Tools market size is expected to reach \$ 6272 million by 2032, rising at a market growth of 10.6% CAGR during the forecast period (2026-2032). Media Monitoring Tools refer to digital software or platforms that leverage technologies like artificial intelligence (AI) and natural language processing (NLP) to systematically track, collect, and analyze mentions of brands, keywords, topics, or competitors across diverse media channels?including social media, news websites, blogs, forums, broadcast media, and print publications?in real time or near real time. These tools aggregate massive volumes of unstructured content, extract key insights such as public sentiment (positive/neutral/negative), media reach, share of voice, and emerging trends, and present actionable data through customizable dashboards or reports, enabling organizations to effectively manage brand reputation, respond promptly to crises, optimize marketing and PR strategies, conduct competitive intelligence, and make data-driven decisions in the digital landscape.

Media monitoring tools are evolving rapidly as organizations seek real-time, AI-driven insights across an expanding mix of digital news, social media, video, podcasts, and emerging platforms, with trends centered on advanced natural language processing, sentiment and emotion analysis, multimodal (text-audio-video) monitoring, and deeper integration with marketing, PR, risk, and customer intelligence systems. Opportunities are strong due to rising demand from brands, governments, and enterprises for reputation management, crisis detection, competitive intelligence, and regulatory or geopolitical awareness, especially as social media influence, misinformation risks, and always-on public discourse continue to grow globally. However, the industry faces notable challenges, including data access restrictions from major platforms, privacy and regulatory compliance pressures, information overload requiring higher-accuracy analytics, and intense competition that forces vendors to continuously invest in AI capabilities, scalability, and differentiation while controlling costs and proving clear ROI

to customers.

This report studies the global Media Monitoring Tools demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Media Monitoring Tools, 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 Media Monitoring Tools that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Media Monitoring Tools total market, 2021-2032, (USD Million)

Global Media Monitoring Tools total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Media Monitoring Tools total market, key domestic companies, and share, (USD Million)

Global Media Monitoring Tools revenue by player, revenue and market share 2021-2026, (USD Million)

Global Media Monitoring Tools total market by Type, CAGR, 2021-2032, (USD Million)

Global Media Monitoring Tools total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Media Monitoring Tools 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 Hootsuite Inc., Meltwater, Cision, Mention, Agility PR Solutions LLC, M-Brain, Nasdaq Inc., BrandMentions, BurrellesLuce, Critical Mention, 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 Media Monitoring Tools 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 Media Monitoring Tools Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Media Monitoring Tools Market, Segmentation by Type:

Cloud-based

On-premises

Hybrid

#### Global Media Monitoring Tools Market, Segmentation by Media Source Focus:

Social Media Monitoring

Broadcast Media Monitoring

Other

#### Global Media Monitoring Tools Market, Segmentation by Platform Coverage:

Single-Platform Tools

Multi-Platform Solutions

Omnichannel Systems

## Global Media Monitoring Tools Market, Segmentation by Application:

BFSI

IT and Telecommunication

Retail and Consumer Goods

Media and Entertainment

Travel and Hospitality

Government

Other

## **Companies Profiled:**

Hootsuite Inc.

Meltwater

Cision

Mention

Agility PR Solutions LLC

M-Brain

Nasdaq Inc.

BrandMentions

BurrellesLuce

Critical Mention

Determ

Signal AI

Truescope

AlphaMetricx

Brand24

Mandala

Onclusive

Mentionlytics

Agility

Actus

Digimind

Monity.ai

Auris

NewsWhip

Sprinklr

### Key Questions Answered

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

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Media Monitoring Tools Introduction
- 1.2 World Media Monitoring Tools Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Media Monitoring Tools Total Market by Region (by Headquarter Location)
  - 1.3.1 World Media Monitoring Tools Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Media Monitoring Tools Revenue (2021-2032)
  - 1.3.3 China Based Company Media Monitoring Tools Revenue (2021-2032)
  - 1.3.4 Europe Based Company Media Monitoring Tools Revenue (2021-2032)
  - 1.3.5 Japan Based Company Media Monitoring Tools Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Media Monitoring Tools Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Media Monitoring Tools Revenue (2021-2032)
  - 1.3.8 India Based Company Media Monitoring Tools Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Media Monitoring Tools Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Media Monitoring Tools Consumption Value (2021-2032)
- 2.2 World Media Monitoring Tools Consumption Value by Region
  - 2.2.1 World Media Monitoring Tools Consumption Value by Region (2021-2026)
  - 2.2.2 World Media Monitoring Tools Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Media Monitoring Tools Consumption Value (2021-2032)
- 2.4 China Media Monitoring Tools Consumption Value (2021-2032)
- 2.5 Europe Media Monitoring Tools Consumption Value (2021-2032)
- 2.6 Japan Media Monitoring Tools Consumption Value (2021-2032)
- 2.7 South Korea Media Monitoring Tools Consumption Value (2021-2032)
- 2.8 ASEAN Media Monitoring Tools Consumption Value (2021-2032)
- 2.9 India Media Monitoring Tools Consumption Value (2021-2032)

### 3 WORLD MEDIA MONITORING TOOLS COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Media Monitoring Tools Revenue by Player (2021-2026)

### 3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Media Monitoring Tools Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Media Monitoring Tools in 2025

3.2.3 Global Concentration Ratios (CR8) for Media Monitoring Tools in 2025

### 3.3 Media Monitoring Tools Company Evaluation Quadrant

### 3.4 Media Monitoring Tools Market: Overall Company Footprint Analysis

3.4.1 Media Monitoring Tools Market: Region Footprint

3.4.2 Media Monitoring Tools Market: Company Product Type Footprint

3.4.3 Media Monitoring Tools Market: Company Product Application Footprint

### 3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

### 3.6 Mergers & Acquisitions Activity

## **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

### 4.1 United States VS China: Media Monitoring Tools Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Media Monitoring Tools Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Media Monitoring Tools Revenue Market Share Comparison (2021 & 2025 & 2032)

### 4.2 United States Based Companies VS China Based Companies: Media Monitoring Tools Consumption Value Comparison

4.2.1 United States VS China: Media Monitoring Tools Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Media Monitoring Tools Consumption Value Market Share Comparison (2021 & 2025 & 2032)

### 4.3 United States Based Media Monitoring Tools Companies and Market Share, 2021-2026

4.3.1 United States Based Media Monitoring Tools Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Media Monitoring Tools Revenue, (2021-2026)

### 4.4 China Based Companies Media Monitoring Tools Revenue and Market Share, 2021-2026

4.4.1 China Based Media Monitoring Tools Companies, Company Headquarters (Province, Country)

- 4.4.2 China Based Companies Media Monitoring Tools Revenue, (2021-2026)
- 4.5 Rest of World Based Media Monitoring Tools Companies and Market Share, 2021-2026
  - 4.5.1 Rest of World Based Media Monitoring Tools Companies, Headquarters (Province, Country)
  - 4.5.2 Rest of World Based Companies Media Monitoring Tools Revenue (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

- 5.1 World Media Monitoring Tools Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
  - 5.2.1 Cloud-based
  - 5.2.2 On-premises
  - 5.2.3 Hybrid
- 5.3 Market Segment by Type
  - 5.3.1 World Media Monitoring Tools Market Size by Type (2021-2026)
  - 5.3.2 World Media Monitoring Tools Market Size by Type (2027-2032)
  - 5.3.3 World Media Monitoring Tools Market Size Market Share by Type (2027-2032)

## **6 MARKET ANALYSIS BY MEDIA SOURCE FOCUS**

- 6.1 World Media Monitoring Tools Market Size Overview by Media Source Focus: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Media Source Focus
  - 6.2.1 Social Media Monitoring
  - 6.2.2 Broadcast Media Monitoring
  - 6.2.3 Other
- 6.3 Market Segment by Media Source Focus
  - 6.3.1 World Media Monitoring Tools Market Size by Media Source Focus (2021-2026)
  - 6.3.2 World Media Monitoring Tools Market Size by Media Source Focus (2027-2032)
  - 6.3.3 World Media Monitoring Tools Market Size Market Share by Media Source Focus (2027-2032)

## **7 MARKET ANALYSIS BY PLATFORM COVERAGE**

- 7.1 World Media Monitoring Tools Market Size Overview by Platform Coverage: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Platform Coverage

- 7.2.1 Single-Platform Tools
- 7.2.2 Multi-Platform Solutions
- 7.2.3 Omnichannel Systems
- 7.3 Market Segment by Platform Coverage
  - 7.3.1 World Media Monitoring Tools Market Size by Platform Coverage (2021-2026)
  - 7.3.2 World Media Monitoring Tools Market Size by Platform Coverage (2027-2032)
  - 7.3.3 World Media Monitoring Tools Market Size Market Share by Platform Coverage (2027-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

- 8.1 World Media Monitoring Tools Market Size Overview by Application: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Application
  - 8.2.1 BFSI
  - 8.2.2 IT and Telecommunication
  - 8.2.3 Retail and Consumer Goods
  - 8.2.4 Media and Entertainment
  - 8.2.5 Travel and Hospitality
  - 8.2.6 Government
  - 8.2.7 Other
- 8.3 Market Segment by Application
  - 8.3.1 World Media Monitoring Tools Market Size by Application (2021-2026)
  - 8.3.2 World Media Monitoring Tools Market Size by Application (2027-2032)
  - 8.3.3 World Media Monitoring Tools Market Size Market Share by Application (2021-2032)

## **9 COMPANY PROFILES**

- 9.1 Hootsuite Inc.
  - 9.1.1 Hootsuite Inc. Details
  - 9.1.2 Hootsuite Inc. Major Business
  - 9.1.3 Hootsuite Inc. Media Monitoring Tools Product and Services
  - 9.1.4 Hootsuite Inc. Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.1.5 Hootsuite Inc. Recent Developments/Updates
  - 9.1.6 Hootsuite Inc. Competitive Strengths & Weaknesses
- 9.2 Meltwater
  - 9.2.1 Meltwater Details

- 9.2.2 Meltwater Major Business
- 9.2.3 Meltwater Media Monitoring Tools Product and Services
- 9.2.4 Meltwater Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
- 9.2.5 Meltwater Recent Developments/Updates
- 9.2.6 Meltwater Competitive Strengths & Weaknesses
- 9.3 Cision
  - 9.3.1 Cision Details
  - 9.3.2 Cision Major Business
  - 9.3.3 Cision Media Monitoring Tools Product and Services
  - 9.3.4 Cision Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.3.5 Cision Recent Developments/Updates
  - 9.3.6 Cision Competitive Strengths & Weaknesses
- 9.4 Mention
  - 9.4.1 Mention Details
  - 9.4.2 Mention Major Business
  - 9.4.3 Mention Media Monitoring Tools Product and Services
  - 9.4.4 Mention Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.4.5 Mention Recent Developments/Updates
  - 9.4.6 Mention Competitive Strengths & Weaknesses
- 9.5 Agility PR Solutions LLC
  - 9.5.1 Agility PR Solutions LLC Details
  - 9.5.2 Agility PR Solutions LLC Major Business
  - 9.5.3 Agility PR Solutions LLC Media Monitoring Tools Product and Services
  - 9.5.4 Agility PR Solutions LLC Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.5.5 Agility PR Solutions LLC Recent Developments/Updates
  - 9.5.6 Agility PR Solutions LLC Competitive Strengths & Weaknesses
- 9.6 M-Brain
  - 9.6.1 M-Brain Details
  - 9.6.2 M-Brain Major Business
  - 9.6.3 M-Brain Media Monitoring Tools Product and Services
  - 9.6.4 M-Brain Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.6.5 M-Brain Recent Developments/Updates
  - 9.6.6 M-Brain Competitive Strengths & Weaknesses
- 9.7 Nasdaq Inc.

- 9.7.1 Nasdaq Inc. Details
- 9.7.2 Nasdaq Inc. Major Business
- 9.7.3 Nasdaq Inc. Media Monitoring Tools Product and Services
- 9.7.4 Nasdaq Inc. Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
- 9.7.5 Nasdaq Inc. Recent Developments/Updates
- 9.7.6 Nasdaq Inc. Competitive Strengths & Weaknesses
- 9.8 BrandMentions
  - 9.8.1 BrandMentions Details
  - 9.8.2 BrandMentions Major Business
  - 9.8.3 BrandMentions Media Monitoring Tools Product and Services
  - 9.8.4 BrandMentions Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.8.5 BrandMentions Recent Developments/Updates
  - 9.8.6 BrandMentions Competitive Strengths & Weaknesses
- 9.9 BurrellesLuce
  - 9.9.1 BurrellesLuce Details
  - 9.9.2 BurrellesLuce Major Business
  - 9.9.3 BurrellesLuce Media Monitoring Tools Product and Services
  - 9.9.4 BurrellesLuce Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.9.5 BurrellesLuce Recent Developments/Updates
  - 9.9.6 BurrellesLuce Competitive Strengths & Weaknesses
- 9.10 Critical Mention
  - 9.10.1 Critical Mention Details
  - 9.10.2 Critical Mention Major Business
  - 9.10.3 Critical Mention Media Monitoring Tools Product and Services
  - 9.10.4 Critical Mention Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.10.5 Critical Mention Recent Developments/Updates
  - 9.10.6 Critical Mention Competitive Strengths & Weaknesses
- 9.11 Determ
  - 9.11.1 Determ Details
  - 9.11.2 Determ Major Business
  - 9.11.3 Determ Media Monitoring Tools Product and Services
  - 9.11.4 Determ Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.11.5 Determ Recent Developments/Updates
  - 9.11.6 Determ Competitive Strengths & Weaknesses

## 9.12 Signal AI

9.12.1 Signal AI Details

9.12.2 Signal AI Major Business

9.12.3 Signal AI Media Monitoring Tools Product and Services

9.12.4 Signal AI Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)

9.12.5 Signal AI Recent Developments/Updates

9.12.6 Signal AI Competitive Strengths & Weaknesses

## 9.13 Truescope

9.13.1 Truescope Details

9.13.2 Truescope Major Business

9.13.3 Truescope Media Monitoring Tools Product and Services

9.13.4 Truescope Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)

9.13.5 Truescope Recent Developments/Updates

9.13.6 Truescope Competitive Strengths & Weaknesses

## 9.14 AlphaMetricx

9.14.1 AlphaMetricx Details

9.14.2 AlphaMetricx Major Business

9.14.3 AlphaMetricx Media Monitoring Tools Product and Services

9.14.4 AlphaMetricx Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 AlphaMetricx Recent Developments/Updates

9.14.6 AlphaMetricx Competitive Strengths & Weaknesses

## 9.15 Brand24

9.15.1 Brand24 Details

9.15.2 Brand24 Major Business

9.15.3 Brand24 Media Monitoring Tools Product and Services

9.15.4 Brand24 Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 Brand24 Recent Developments/Updates

9.15.6 Brand24 Competitive Strengths & Weaknesses

## 9.16 Mandala

9.16.1 Mandala Details

9.16.2 Mandala Major Business

9.16.3 Mandala Media Monitoring Tools Product and Services

9.16.4 Mandala Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 Mandala Recent Developments/Updates

- 9.16.6 Mandala Competitive Strengths & Weaknesses
- 9.17 Onclusive
  - 9.17.1 Onclusive Details
  - 9.17.2 Onclusive Major Business
  - 9.17.3 Onclusive Media Monitoring Tools Product and Services
  - 9.17.4 Onclusive Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.17.5 Onclusive Recent Developments/Updates
  - 9.17.6 Onclusive Competitive Strengths & Weaknesses
- 9.18 Mentionlytics
  - 9.18.1 Mentionlytics Details
  - 9.18.2 Mentionlytics Major Business
  - 9.18.3 Mentionlytics Media Monitoring Tools Product and Services
  - 9.18.4 Mentionlytics Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.18.5 Mentionlytics Recent Developments/Updates
  - 9.18.6 Mentionlytics Competitive Strengths & Weaknesses
- 9.19 Agility
  - 9.19.1 Agility Details
  - 9.19.2 Agility Major Business
  - 9.19.3 Agility Media Monitoring Tools Product and Services
  - 9.19.4 Agility Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.19.5 Agility Recent Developments/Updates
  - 9.19.6 Agility Competitive Strengths & Weaknesses
- 9.20 Actus
  - 9.20.1 Actus Details
  - 9.20.2 Actus Major Business
  - 9.20.3 Actus Media Monitoring Tools Product and Services
  - 9.20.4 Actus Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.20.5 Actus Recent Developments/Updates
  - 9.20.6 Actus Competitive Strengths & Weaknesses
- 9.21 Digimind
  - 9.21.1 Digimind Details
  - 9.21.2 Digimind Major Business
  - 9.21.3 Digimind Media Monitoring Tools Product and Services
  - 9.21.4 Digimind Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)

- 9.21.5 Digimind Recent Developments/Updates
- 9.21.6 Digimind Competitive Strengths & Weaknesses
- 9.22 Monity.ai
  - 9.22.1 Monity.ai Details
  - 9.22.2 Monity.ai Major Business
  - 9.22.3 Monity.ai Media Monitoring Tools Product and Services
  - 9.22.4 Monity.ai Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.22.5 Monity.ai Recent Developments/Updates
  - 9.22.6 Monity.ai Competitive Strengths & Weaknesses
- 9.23 Auris
  - 9.23.1 Auris Details
  - 9.23.2 Auris Major Business
  - 9.23.3 Auris Media Monitoring Tools Product and Services
  - 9.23.4 Auris Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.23.5 Auris Recent Developments/Updates
  - 9.23.6 Auris Competitive Strengths & Weaknesses
- 9.24 NewsWhip
  - 9.24.1 NewsWhip Details
  - 9.24.2 NewsWhip Major Business
  - 9.24.3 NewsWhip Media Monitoring Tools Product and Services
  - 9.24.4 NewsWhip Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.24.5 NewsWhip Recent Developments/Updates
  - 9.24.6 NewsWhip Competitive Strengths & Weaknesses
- 9.25 Sprinklr
  - 9.25.1 Sprinklr Details
  - 9.25.2 Sprinklr Major Business
  - 9.25.3 Sprinklr Media Monitoring Tools Product and Services
  - 9.25.4 Sprinklr Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 9.25.5 Sprinklr Recent Developments/Updates
  - 9.25.6 Sprinklr Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 Media Monitoring Tools Industry Chain
- 10.2 Media Monitoring Tools Upstream Analysis

10.3 Media Monitoring Tools Midstream Analysis

10.4 Media Monitoring Tools Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World Media Monitoring Tools Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Media Monitoring Tools Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Media Monitoring Tools Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Media Monitoring Tools Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Media Monitoring Tools Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Media Monitoring Tools Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Media Monitoring Tools Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Media Monitoring Tools Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Media Monitoring Tools Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Media Monitoring Tools Players in 2025
- Table 12. World Media Monitoring Tools Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Media Monitoring Tools Company Evaluation Quadrant
- Table 14. Head Office of Key Media Monitoring Tools Players
- Table 15. Media Monitoring Tools Market: Company Product Type Footprint
- Table 16. Media Monitoring Tools Market: Company Product Application Footprint
- Table 17. Media Monitoring Tools Mergers & Acquisitions Activity
- Table 18. United States VS China Media Monitoring Tools Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Media Monitoring Tools Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Media Monitoring Tools Companies, Headquarters (States, Country)
- Table 21. United States Based Companies Media Monitoring Tools Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Media Monitoring Tools Revenue Market Share (2021-2026)

Table 23. China Based Media Monitoring Tools Companies, Headquarters (Province, Country)

Table 24. China Based Companies Media Monitoring Tools Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Media Monitoring Tools Revenue Market Share (2021-2026)

Table 26. Rest of World Based Media Monitoring Tools Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Media Monitoring Tools Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Media Monitoring Tools Revenue Market Share (2021-2026)

Table 29. World Media Monitoring Tools Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Media Monitoring Tools Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Media Monitoring Tools Market Size by Type (2027-2032) & (USD Million)

Table 32. World Media Monitoring Tools Market Size by Media Source Focus, (USD Million), 2021 & 2025 & 2032

Table 33. World Media Monitoring Tools Market Size Value by Media Source Focus (2021-2026) & (USD Million)

Table 34. World Media Monitoring Tools Market Size by Media Source Focus (2027-2032) & (USD Million)

Table 35. World Media Monitoring Tools Market Size by Platform Coverage, (USD Million), 2021 & 2025 & 2032

Table 36. World Media Monitoring Tools Market Size Value by Platform Coverage (2021-2026) & (USD Million)

Table 37. World Media Monitoring Tools Market Size by Platform Coverage (2027-2032) & (USD Million)

Table 38. World Media Monitoring Tools Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Media Monitoring Tools Market Size by Application (2021-2026) & (USD Million)

Table 40. World Media Monitoring Tools Market Size by Application (2027-2032) & (USD Million)

Table 41. Hootsuite Inc. Basic Information, Manufacturing Base and Competitors

Table 42. Hootsuite Inc. Major Business

Table 43. Hootsuite Inc. Media Monitoring Tools Product and Services

Table 44. Hootsuite Inc. Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Hootsuite Inc. Recent Developments/Updates

Table 46. Hootsuite Inc. Competitive Strengths & Weaknesses

Table 47. Meltwater Basic Information, Manufacturing Base and Competitors

Table 48. Meltwater Major Business

Table 49. Meltwater Media Monitoring Tools Product and Services

Table 50. Meltwater Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Meltwater Recent Developments/Updates

Table 52. Meltwater Competitive Strengths & Weaknesses

Table 53. Cision Basic Information, Manufacturing Base and Competitors

Table 54. Cision Major Business

Table 55. Cision Media Monitoring Tools Product and Services

Table 56. Cision Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Cision Recent Developments/Updates

Table 58. Cision Competitive Strengths & Weaknesses

Table 59. Mention Basic Information, Manufacturing Base and Competitors

Table 60. Mention Major Business

Table 61. Mention Media Monitoring Tools Product and Services

Table 62. Mention Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Mention Recent Developments/Updates

Table 64. Mention Competitive Strengths & Weaknesses

Table 65. Agility PR Solutions LLC Basic Information, Manufacturing Base and Competitors

Table 66. Agility PR Solutions LLC Major Business

Table 67. Agility PR Solutions LLC Media Monitoring Tools Product and Services

Table 68. Agility PR Solutions LLC Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Agility PR Solutions LLC Recent Developments/Updates

Table 70. Agility PR Solutions LLC Competitive Strengths & Weaknesses

Table 71. M-Brain Basic Information, Manufacturing Base and Competitors

Table 72. M-Brain Major Business

Table 73. M-Brain Media Monitoring Tools Product and Services

Table 74. M-Brain Media Monitoring Tools Revenue, Gross Margin and Market Share

(2021-2026) & (USD Million)

Table 75. M-Brain Recent Developments/Updates

Table 76. M-Brain Competitive Strengths & Weaknesses

Table 77. Nasdaq Inc. Basic Information, Manufacturing Base and Competitors

Table 78. Nasdaq Inc. Major Business

Table 79. Nasdaq Inc. Media Monitoring Tools Product and Services

Table 80. Nasdaq Inc. Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Nasdaq Inc. Recent Developments/Updates

Table 82. Nasdaq Inc. Competitive Strengths & Weaknesses

Table 83. BrandMentions Basic Information, Manufacturing Base and Competitors

Table 84. BrandMentions Major Business

Table 85. BrandMentions Media Monitoring Tools Product and Services

Table 86. BrandMentions Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. BrandMentions Recent Developments/Updates

Table 88. BrandMentions Competitive Strengths & Weaknesses

Table 89. BurrellesLuce Basic Information, Manufacturing Base and Competitors

Table 90. BurrellesLuce Major Business

Table 91. BurrellesLuce Media Monitoring Tools Product and Services

Table 92. BurrellesLuce Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. BurrellesLuce Recent Developments/Updates

Table 94. BurrellesLuce Competitive Strengths & Weaknesses

Table 95. Critical Mention Basic Information, Manufacturing Base and Competitors

Table 96. Critical Mention Major Business

Table 97. Critical Mention Media Monitoring Tools Product and Services

Table 98. Critical Mention Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Critical Mention Recent Developments/Updates

Table 100. Critical Mention Competitive Strengths & Weaknesses

Table 101. Determ Basic Information, Manufacturing Base and Competitors

Table 102. Determ Major Business

Table 103. Determ Media Monitoring Tools Product and Services

Table 104. Determ Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. Determ Recent Developments/Updates

Table 106. Determ Competitive Strengths & Weaknesses

Table 107. Signal AI Basic Information, Manufacturing Base and Competitors

Table 108. Signal AI Major Business

Table 109. Signal AI Media Monitoring Tools Product and Services

Table 110. Signal AI Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. Signal AI Recent Developments/Updates

Table 112. Signal AI Competitive Strengths & Weaknesses

Table 113. Truescope Basic Information, Manufacturing Base and Competitors

Table 114. Truescope Major Business

Table 115. Truescope Media Monitoring Tools Product and Services

Table 116. Truescope Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. Truescope Recent Developments/Updates

Table 118. Truescope Competitive Strengths & Weaknesses

Table 119. AlphaMetricx Basic Information, Manufacturing Base and Competitors

Table 120. AlphaMetricx Major Business

Table 121. AlphaMetricx Media Monitoring Tools Product and Services

Table 122. AlphaMetricx Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. AlphaMetricx Recent Developments/Updates

Table 124. AlphaMetricx Competitive Strengths & Weaknesses

Table 125. Brand24 Basic Information, Manufacturing Base and Competitors

Table 126. Brand24 Major Business

Table 127. Brand24 Media Monitoring Tools Product and Services

Table 128. Brand24 Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Brand24 Recent Developments/Updates

Table 130. Brand24 Competitive Strengths & Weaknesses

Table 131. Mandala Basic Information, Manufacturing Base and Competitors

Table 132. Mandala Major Business

Table 133. Mandala Media Monitoring Tools Product and Services

Table 134. Mandala Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. Mandala Recent Developments/Updates

Table 136. Mandala Competitive Strengths & Weaknesses

Table 137. Onclusive Basic Information, Manufacturing Base and Competitors

Table 138. Onclusive Major Business

Table 139. Onclusive Media Monitoring Tools Product and Services

Table 140. Onclusive Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 141. Onclusive Recent Developments/Updates
- Table 142. Onclusive Competitive Strengths & Weaknesses
- Table 143. Mentionlytics Basic Information, Manufacturing Base and Competitors
- Table 144. Mentionlytics Major Business
- Table 145. Mentionlytics Media Monitoring Tools Product and Services
- Table 146. Mentionlytics Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Mentionlytics Recent Developments/Updates
- Table 148. Mentionlytics Competitive Strengths & Weaknesses
- Table 149. Agility Basic Information, Manufacturing Base and Competitors
- Table 150. Agility Major Business
- Table 151. Agility Media Monitoring Tools Product and Services
- Table 152. Agility Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. Agility Recent Developments/Updates
- Table 154. Agility Competitive Strengths & Weaknesses
- Table 155. Actus Basic Information, Manufacturing Base and Competitors
- Table 156. Actus Major Business
- Table 157. Actus Media Monitoring Tools Product and Services
- Table 158. Actus Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. Actus Recent Developments/Updates
- Table 160. Actus Competitive Strengths & Weaknesses
- Table 161. Digimind Basic Information, Manufacturing Base and Competitors
- Table 162. Digimind Major Business
- Table 163. Digimind Media Monitoring Tools Product and Services
- Table 164. Digimind Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. Digimind Recent Developments/Updates
- Table 166. Digimind Competitive Strengths & Weaknesses
- Table 167. Monity.ai Basic Information, Manufacturing Base and Competitors
- Table 168. Monity.ai Major Business
- Table 169. Monity.ai Media Monitoring Tools Product and Services
- Table 170. Monity.ai Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 171. Monity.ai Recent Developments/Updates
- Table 172. Monity.ai Competitive Strengths & Weaknesses
- Table 173. Auris Basic Information, Manufacturing Base and Competitors
- Table 174. Auris Major Business

- Table 175. Auris Media Monitoring Tools Product and Services
- Table 176. Auris Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 177. Auris Recent Developments/Updates
- Table 178. Auris Competitive Strengths & Weaknesses
- Table 179. NewsWhip Basic Information, Manufacturing Base and Competitors
- Table 180. NewsWhip Major Business
- Table 181. NewsWhip Media Monitoring Tools Product and Services
- Table 182. NewsWhip Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 183. NewsWhip Recent Developments/Updates
- Table 184. NewsWhip Competitive Strengths & Weaknesses
- Table 185. Sprinklr Basic Information, Manufacturing Base and Competitors
- Table 186. Sprinklr Major Business
- Table 187. Sprinklr Media Monitoring Tools Product and Services
- Table 188. Sprinklr Media Monitoring Tools Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 189. Sprinklr Recent Developments/Updates
- Table 190. Sprinklr Competitive Strengths & Weaknesses
- Table 191. Global Key Players of Media Monitoring Tools Upstream (Raw Materials)
- Table 192. Global Media Monitoring Tools Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Media Monitoring Tools Picture

Figure 2. World Media Monitoring Tools Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Media Monitoring Tools Total Revenue (2021-2032) & (USD Million)

Figure 4. World Media Monitoring Tools Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Media Monitoring Tools Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Media Monitoring Tools Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Media Monitoring Tools Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Media Monitoring Tools Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Media Monitoring Tools Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Media Monitoring Tools Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Media Monitoring Tools Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Media Monitoring Tools Revenue (2021-2032) & (USD Million)

Figure 13. Media Monitoring Tools Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Media Monitoring Tools Consumption Value (2021-2032) & (USD Million)

Figure 16. World Media Monitoring Tools Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Media Monitoring Tools Consumption Value (2021-2032) & (USD Million)

Figure 18. China Media Monitoring Tools Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Media Monitoring Tools Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Media Monitoring Tools Consumption Value (2021-2032) & (USD Million)

Million)

Figure 21. South Korea Media Monitoring Tools Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Media Monitoring Tools Consumption Value (2021-2032) & (USD Million)

Figure 23. India Media Monitoring Tools Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Media Monitoring Tools by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Media Monitoring Tools Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Media Monitoring Tools Markets in 2025

Figure 27. United States VS China: Media Monitoring Tools Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Media Monitoring Tools Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Media Monitoring Tools Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Media Monitoring Tools Market Size Market Share by Type in 2025

Figure 31. Cloud-based

Figure 32. On-premises

Figure 33. Hybrid

Figure 34. World Media Monitoring Tools Market Size Market Share by Type (2021-2032)

Figure 35. World Media Monitoring Tools Market Size by Media Source Focus, (USD Million), 2021 & 2025 & 2032

Figure 36. World Media Monitoring Tools Market Size Market Share by Media Source Focus in 2025

Figure 37. Social Media Monitoring

Figure 38. Broadcast Media Monitoring

Figure 39. Other

Figure 40. World Media Monitoring Tools Market Size Market Share by Media Source Focus (2021-2032)

Figure 41. World Media Monitoring Tools Market Size by Platform Coverage, (USD Million), 2021 & 2025 & 2032

Figure 42. World Media Monitoring Tools Market Size Market Share by Platform Coverage in 2025

Figure 43. Single-Platform Tools

Figure 44. Multi-Platform Solutions

Figure 45. Omnichannel Systems

Figure 46. World Media Monitoring Tools Market Size Market Share by Platform Coverage (2021-2032)

Figure 47. World Media Monitoring Tools Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 48. World Media Monitoring Tools Market Size Market Share by Application in 2025

Figure 49. BFSI

Figure 50. IT and Telecommunication

Figure 51. Retail and Consumer Goods

Figure 52. Media and Entertainment

Figure 53. Travel and Hospitality

Figure 54. Government

Figure 55. Other

Figure 56. World Media Monitoring Tools Market Size Market Share by Application (2021-2032)

Figure 57. Media Monitoring Tools Industrial Chain

Figure 58. Methodology

Figure 59. Research Process and Data Source

## I would like to order

Product name: Global Media Monitoring Tools Supply, Demand and Key Producers, 2026-2032

Product link: <https://marketpublishers.com/r/G656BA6C77ADEN.html>

Price: US\$ 4,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G656BA6C77ADEN.html>