

Global Online Reputation Management Tool Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Online Reputation Management Tool market size is expected to reach \$ 9624 million by 2032, rising at a market growth of 11.2% CAGR during the forecast period (2026-2032).

Online reputation management tools refer to software platforms and related services used to monitor, identify, analyze, manage, and support the improvement of the reputation performance of enterprises, brands, institutions, and their products or services in the public online environment. Such tools typically operate within the scope of compliance authorization and publicly collectable information. They continuously collect brand mentions, news reports, user reviews, rating feedback, social discussions, customer complaints, public opinion incidents, and communication content related to target entities from search engines, news websites, social media, short-video platforms, forums and communities, Q&A platforms, review websites, e-commerce platforms, local service platforms, and other publicly available online information sources. By combining technologies such as text mining, natural language processing, sentiment analysis, topic clustering, communication path analysis, risk warning, and visualized reporting, these tools help users promptly understand public perception, brand reputation, customer feedback, negative risks, and communication trends.

From the perspective of product boundaries, online reputation management tools include, in a narrow sense, ORM platforms focused on review collection, review monitoring, review response, rating management, customer feedback management, and local business reputation management. In a broader sense, they also cover social listening, media monitoring, brand mention tracking, public opinion monitoring, crisis warning, reputation risk identification, communication effectiveness analysis, and AI-assisted assessment. Their core value lies in helping enterprises and institutions

continuously maintain a positive, stable, and trustworthy online image in a digital environment characterized by rapid information dissemination, fragmented touchpoints, and highly visible public feedback. They also help users identify potential reputation risks in a timely manner, improve the efficiency of customer feedback response, and provide data support for brand communication, public relations, customer experience management, and risk management.

In terms of product forms across different markets, overseas online reputation management tools, under the narrow definition, are usually centered on review management, local business rating management, multi-location store reputation management, and customer feedback response. Under the broader definition, they further extend to social listening, media monitoring, brand mention tracking, and reputation risk warning. In the Chinese market, related products are relatively more focused on public opinion monitoring, media monitoring, reputation risk management for government and enterprise clients, whole-network information monitoring, and AI-based public opinion analysis. Their service targets include not only consumer brands and local businesses, but also government agencies, central state-owned enterprises, financial institutions, large manufacturing companies, and public service organizations that have higher requirements for reputation risk identification, public opinion assessment, and emergency response.

From a regional perspective, North America and Europe remain the core mature markets for online reputation management tools worldwide. The U.S. market reached USD 1.636 billion in 2025, accounting for approximately 37.62% of the global market, and is expected to maintain a global share of around 35% by 2032. Mature markets are characterized by well-established enterprise SaaS procurement habits, mature review management and customer experience systems, and stable demand for media intelligence and social listening. At the same time, competition in these markets is also the most intense, with leading companies having accumulated clear advantages in product functionality, customer base, data compliance, and channel ecosystems. By contrast, markets such as China, India, Southeast Asia, and Latin America offer stronger growth elasticity. China's market size was approximately USD 358 million in 2025 and is expected to reach USD 989 million by 2032, with its global share increasing from 8.23% in 2025 to 10.42% in 2032. The Southeast Asian market is expected to grow from USD 105 million in 2025 to USD 326 million in 2032. The Latin American market, calculated on a combined basis of Mexico, Brazil, and the rest of Latin America, is expected to grow from approximately USD 188 million in 2025 to around USD 487 million in 2032. Although emerging markets are smaller than Europe and North America in the short term, they will become important sources of future incremental growth,

driven by enterprise digitalization, social media usage, e-commerce penetration, local lifestyle services, and multinational brand operations.

From the perspective of product form, cloud-based SaaS platforms have become the mainstream model in the industry. In 2025, global revenue from cloud-based products reached USD 3.964 billion, accounting for approximately 91.11% of the global market, and is expected to further increase to USD 8.825 billion by 2032, with its share rising to 92.96%. This structure indicates that online reputation management tools are no longer a market that can be fully covered by traditional on-premise software or project-based systems. Customers are more inclined to purchase cloud platforms that can be rapidly deployed, continuously subscribed to, collaboratively used across regions, continuously updated in terms of data sources, and iteratively upgraded in functionality. For enterprise suppliers, future competition will not be limited to a checklist of features, but will increasingly focus on platform availability, data stability, permission management, audit trails, API integration, customer success, and regional service capabilities. Especially in overseas markets, SaaS subscription capability, compliant delivery capability, and local partner networks will directly determine whether enterprises can shift from one-off project revenue to sustainable annual subscription revenue.

From the perspective of the competitive landscape, the global market shows a structure of concentrated leading platforms, fragmented vertical segments, and long-term presence of regional service providers. Companies such as Meltwater, Sprinklr, Birdeye, Reputation, Yext, Trustpilot, Brandwatch (Cision), Hootsuite, Qualtrics, and Medallia have each established strengths in areas such as media intelligence, social listening, review management, local search, customer experience, and brand monitoring. However, the industry has not yet formed a pattern in which a single platform fully dominates the market. In the global market in 2025, first-tier companies generated more than USD 150 million in online reputation management tool revenue, second-tier companies generated between USD 20 million and USD 150 million, and third-tier companies generated less than USD 20 million. Meanwhile, other small and medium-sized enterprises and regional service providers still accounted for a considerable share of total revenue. This indicates that the online reputation management tool market is highly scenario-driven. Different industries, regions, and customer sizes have significantly different requirements for tools. Leading companies have advantages in large customers and mature markets, while regional languages, local media resources, industry templates, and customized services still provide room for small and medium-sized enterprises to survive.

From the perspective of technological evolution, AI, search intelligence, and predictive

media intelligence are reshaping the boundaries of the industry. Events such as Adobe's acquisition of Semrush, Sprout Social's acquisition of NewsWhip, and Cision's acquisition of Trajaan show that online reputation management tools are accelerating their integration with marketing clouds, search visibility, social media management, media intelligence, and generative AI insights. In the future, brand reputation will not only exist in news reports, social media, and review websites, but will also be reflected in AI search results, intelligent Q&A, automated summaries, recommendation algorithms, and cross-platform content distribution. Enterprise customers no longer need only keyword monitoring and manual reporting. Instead, they need closed-loop systems capable of identifying communication trends, assessing risk levels, tracking how brands are presented in search and AI entry points, and connecting early warning, task assignment, response handling, and post-event review. At the same time, tighter U.S. regulation of fake reviews and endorsements also shows that review management products must shift from 'improving ratings' back to genuine review collection, customer feedback handling, and service improvement loops. Compliance will become an important prerequisite for both product design and customer procurement.

For Chinese online reputation management tool companies, overseas expansion opportunities do exist, but they cannot simply replicate the domestic public opinion monitoring model. Domestic companies have accumulated deep capabilities in media monitoring, public opinion analysis, text mining, government and enterprise services, AI reporting, and project delivery. However, overseas markets place greater emphasis on review management, local search reputation, social listening, customer experience feedback, multilingual data, privacy compliance, and SaaS subscriptions. A more realistic path for Chinese companies is to first serve Chinese and Asian enterprises with existing cross-border management needs, then establish regional reference cases in emerging regions with relatively fragmented competition and developing demand, such as Southeast Asia, Latin America, and the Middle East, and finally enter selected segments of the mature European and U.S. markets. In the long run, if Chinese companies can integrate multilingual data coverage, AI analysis efficiency, compliant data governance, industry-specific templates, localized delivery, and customer success systems into standardized software platform capabilities, they will have the opportunity to transform from domestic public opinion project service providers into regionalized, differentiated, and AI-enabled international suppliers of online reputation management tools.

This report studies the global Online Reputation Management Tool demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Online Reputation Management Tool, 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 Online Reputation Management Tool that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Online Reputation Management Tool total market, 2021-2032, (USD Million)

Global Online Reputation Management Tool total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Online Reputation Management Tool total market, key domestic companies, and share, (USD Million)

Global Online Reputation Management Tool revenue by player, revenue and market share 2021-2026, (USD Million)

Global Online Reputation Management Tool total market by Type, CAGR, 2021-2032, (USD Million)

Global Online Reputation Management Tool total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Online Reputation Management Tool 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, Trustpilot, Birdeye, Qualtrics, Bazaarvoice, Yext, Brandwatch, Reputation.com, Sprinklr, Hootsuite, 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 Online Reputation Management Tool 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 Online Reputation Management Tool Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Online Reputation Management Tool Market, Segmentation by Type:

Cloud-based

On-premise and Private Deployment

Global Online Reputation Management Tool Market, Segmentation by Covered Monitoring Platform Scope:

Single-channel Specialized ORM Tools

Omnichannel Full-network ORM Tools

Global Online Reputation Management Tool Market, Segmentation by Charging Mode:

Tiered Subscription Paid Tools

Custom Enterprise Annual Package

Global Online Reputation Management Tool Market, Segmentation by Application:

Retail, E-commerce and Consumer Goods

Hotels, Travel and Foodservice

Healthcare and Life Sciences

Financial Services and Insurance

Technology, Media and Communications

Automotive and Mobility

Public Sector, Education and Non-profit Organizations

Other Commercial and Industrial Sectors

Companies Profiled:

Meltwater

Trustpilot

Birdeye

Qualtrics

Bazaarvoice

Yext

Brandwatch

Reputation.com

Sprinklr

Hootsuite

Wisers

Medallia

Podium

Sprout Social

SOCi

Midu

Semrush

Chatmeter

Beijing Qingbo Big data Technology

Beijing People Online Network

DataStory

Uberall

ConsumerAffairs

Zhongke Wenge Technology

Beijing Baifendian Informational Technology

mov inc.

Reviews.io (clearer.io)

ReviewTrackers

AppFollow

Canly

Awario

Key Questions Answered

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

Contents

1 SUPPLY SUMMARY

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

2 DEMAND SUMMARY

- 2.1 World Online Reputation Management Tool Consumption Value (2021-2032)
- 2.2 World Online Reputation Management Tool Consumption Value by Region
 - 2.2.1 World Online Reputation Management Tool Consumption Value by Region (2021-2026)
 - 2.2.2 World Online Reputation Management Tool Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Online Reputation Management Tool Consumption Value

(2021-2032)

2.4 China Online Reputation Management Tool Consumption Value (2021-2032)

2.5 Europe Online Reputation Management Tool Consumption Value (2021-2032)

2.6 Japan Online Reputation Management Tool Consumption Value (2021-2032)

2.7 South Korea Online Reputation Management Tool Consumption Value (2021-2032)

2.8 ASEAN Online Reputation Management Tool Consumption Value (2021-2032)

2.9 India Online Reputation Management Tool Consumption Value (2021-2032)

3 WORLD ONLINE REPUTATION MANAGEMENT TOOL COMPANIES COMPETITIVE ANALYSIS

3.1 World Online Reputation Management Tool Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Online Reputation Management Tool Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Online Reputation Management Tool in 2025

3.2.3 Global Concentration Ratios (CR8) for Online Reputation Management Tool in 2025

3.3 Online Reputation Management Tool Company Evaluation Quadrant

3.4 Online Reputation Management Tool Market: Overall Company Footprint Analysis

3.4.1 Online Reputation Management Tool Market: Region Footprint

3.4.2 Online Reputation Management Tool Market: Company Product Type Footprint

3.4.3 Online Reputation Management Tool 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: Online Reputation Management Tool Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Online Reputation Management Tool Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Online Reputation Management Tool Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Online Reputation Management Tool Consumption Value Comparison

4.2.1 United States VS China: Online Reputation Management Tool Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Online Reputation Management Tool Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Online Reputation Management Tool Companies and Market Share, 2021-2026

4.3.1 United States Based Online Reputation Management Tool Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Online Reputation Management Tool Revenue, (2021-2026)

4.4 China Based Companies Online Reputation Management Tool Revenue and Market Share, 2021-2026

4.4.1 China Based Online Reputation Management Tool Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Online Reputation Management Tool Revenue, (2021-2026)

4.5 Rest of World Based Online Reputation Management Tool Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Online Reputation Management Tool Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Online Reputation Management Tool Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Online Reputation Management Tool 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-premise and Private Deployment

5.3 Market Segment by Type

5.3.1 World Online Reputation Management Tool Market Size by Type (2021-2026)

5.3.2 World Online Reputation Management Tool Market Size by Type (2027-2032)

5.3.3 World Online Reputation Management Tool Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY COVERED MONITORING PLATFORM SCOPE

6.1 World Online Reputation Management Tool Market Size Overview by Covered Monitoring Platform Scope: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Covered Monitoring Platform Scope

6.2.1 Single-channel Specialized ORM Tools

6.2.2 Omnichannel Full-network ORM Tools

6.3 Market Segment by Covered Monitoring Platform Scope

6.3.1 World Online Reputation Management Tool Market Size by Covered Monitoring Platform Scope (2021-2026)

6.3.2 World Online Reputation Management Tool Market Size by Covered Monitoring Platform Scope (2027-2032)

6.3.3 World Online Reputation Management Tool Market Size Market Share by Covered Monitoring Platform Scope (2027-2032)

7 MARKET ANALYSIS BY CHARGING MODE

7.1 World Online Reputation Management Tool Market Size Overview by Charging Mode: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Charging Mode

7.2.1 Tiered Subscription Paid Tools

7.2.2 Custom Enterprise Annual Package

7.3 Market Segment by Charging Mode

7.3.1 World Online Reputation Management Tool Market Size by Charging Mode (2021-2026)

7.3.2 World Online Reputation Management Tool Market Size by Charging Mode (2027-2032)

7.3.3 World Online Reputation Management Tool Market Size Market Share by Charging Mode (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Online Reputation Management Tool Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Retail, E-commerce and Consumer Goods

8.2.2 Hotels, Travel and Foodservice

8.2.3 Healthcare and Life Sciences

8.2.4 Financial Services and Insurance

8.2.5 Technology, Media and Communications

8.2.6 Automotive and Mobility

8.2.7 Public Sector, Education and Non-profit Organizations

8.2.8 Other Commercial and Industrial Sectors

8.3 Market Segment by Application

8.3.1 World Online Reputation Management Tool Market Size by Application
(2021-2026)

8.3.2 World Online Reputation Management Tool Market Size by Application
(2027-2032)

8.3.3 World Online Reputation Management Tool Market Size Market Share by
Application (2021-2032)

9 COMPANY PROFILES

9.1 Meltwater

9.1.1 Meltwater Details

9.1.2 Meltwater Major Business

9.1.3 Meltwater Online Reputation Management Tool Product and Services

9.1.4 Meltwater Online Reputation Management Tool Revenue, Gross Margin and
Market Share (2021-2026)

9.1.5 Meltwater Recent Developments/Updates

9.1.6 Meltwater Competitive Strengths & Weaknesses

9.2 Trustpilot

9.2.1 Trustpilot Details

9.2.2 Trustpilot Major Business

9.2.3 Trustpilot Online Reputation Management Tool Product and Services

9.2.4 Trustpilot Online Reputation Management Tool Revenue, Gross Margin and
Market Share (2021-2026)

9.2.5 Trustpilot Recent Developments/Updates

9.2.6 Trustpilot Competitive Strengths & Weaknesses

9.3 Birdeye

9.3.1 Birdeye Details

9.3.2 Birdeye Major Business

9.3.3 Birdeye Online Reputation Management Tool Product and Services

9.3.4 Birdeye Online Reputation Management Tool Revenue, Gross Margin and
Market Share (2021-2026)

9.3.5 Birdeye Recent Developments/Updates

9.3.6 Birdeye Competitive Strengths & Weaknesses

9.4 Qualtrics

9.4.1 Qualtrics Details

- 9.4.2 Qualtrics Major Business
- 9.4.3 Qualtrics Online Reputation Management Tool Product and Services
- 9.4.4 Qualtrics Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
- 9.4.5 Qualtrics Recent Developments/Updates
- 9.4.6 Qualtrics Competitive Strengths & Weaknesses
- 9.5 Bazaarvoice
 - 9.5.1 Bazaarvoice Details
 - 9.5.2 Bazaarvoice Major Business
 - 9.5.3 Bazaarvoice Online Reputation Management Tool Product and Services
 - 9.5.4 Bazaarvoice Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Bazaarvoice Recent Developments/Updates
 - 9.5.6 Bazaarvoice Competitive Strengths & Weaknesses
- 9.6 Yext
 - 9.6.1 Yext Details
 - 9.6.2 Yext Major Business
 - 9.6.3 Yext Online Reputation Management Tool Product and Services
 - 9.6.4 Yext Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Yext Recent Developments/Updates
 - 9.6.6 Yext Competitive Strengths & Weaknesses
- 9.7 Brandwatch
 - 9.7.1 Brandwatch Details
 - 9.7.2 Brandwatch Major Business
 - 9.7.3 Brandwatch Online Reputation Management Tool Product and Services
 - 9.7.4 Brandwatch Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Brandwatch Recent Developments/Updates
 - 9.7.6 Brandwatch Competitive Strengths & Weaknesses
- 9.8 Reputation.com
 - 9.8.1 Reputation.com Details
 - 9.8.2 Reputation.com Major Business
 - 9.8.3 Reputation.com Online Reputation Management Tool Product and Services
 - 9.8.4 Reputation.com Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Reputation.com Recent Developments/Updates
 - 9.8.6 Reputation.com Competitive Strengths & Weaknesses
- 9.9 Sprinklr

- 9.9.1 Sprinklr Details
- 9.9.2 Sprinklr Major Business
- 9.9.3 Sprinklr Online Reputation Management Tool Product and Services
- 9.9.4 Sprinklr Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
- 9.9.5 Sprinklr Recent Developments/Updates
- 9.9.6 Sprinklr Competitive Strengths & Weaknesses
- 9.10 Hootsuite
 - 9.10.1 Hootsuite Details
 - 9.10.2 Hootsuite Major Business
 - 9.10.3 Hootsuite Online Reputation Management Tool Product and Services
 - 9.10.4 Hootsuite Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Hootsuite Recent Developments/Updates
 - 9.10.6 Hootsuite Competitive Strengths & Weaknesses
- 9.11 Wisers
 - 9.11.1 Wisers Details
 - 9.11.2 Wisers Major Business
 - 9.11.3 Wisers Online Reputation Management Tool Product and Services
 - 9.11.4 Wisers Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Wisers Recent Developments/Updates
 - 9.11.6 Wisers Competitive Strengths & Weaknesses
- 9.12 Medallia
 - 9.12.1 Medallia Details
 - 9.12.2 Medallia Major Business
 - 9.12.3 Medallia Online Reputation Management Tool Product and Services
 - 9.12.4 Medallia Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Medallia Recent Developments/Updates
 - 9.12.6 Medallia Competitive Strengths & Weaknesses
- 9.13 Podium
 - 9.13.1 Podium Details
 - 9.13.2 Podium Major Business
 - 9.13.3 Podium Online Reputation Management Tool Product and Services
 - 9.13.4 Podium Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Podium Recent Developments/Updates
 - 9.13.6 Podium Competitive Strengths & Weaknesses

9.14 Sprout Social

9.14.1 Sprout Social Details

9.14.2 Sprout Social Major Business

9.14.3 Sprout Social Online Reputation Management Tool Product and Services

9.14.4 Sprout Social Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 Sprout Social Recent Developments/Updates

9.14.6 Sprout Social Competitive Strengths & Weaknesses

9.15 SOCi

9.15.1 SOCi Details

9.15.2 SOCi Major Business

9.15.3 SOCi Online Reputation Management Tool Product and Services

9.15.4 SOCi Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 SOCi Recent Developments/Updates

9.15.6 SOCi Competitive Strengths & Weaknesses

9.16 Midu

9.16.1 Midu Details

9.16.2 Midu Major Business

9.16.3 Midu Online Reputation Management Tool Product and Services

9.16.4 Midu Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 Midu Recent Developments/Updates

9.16.6 Midu Competitive Strengths & Weaknesses

9.17 Semrush

9.17.1 Semrush Details

9.17.2 Semrush Major Business

9.17.3 Semrush Online Reputation Management Tool Product and Services

9.17.4 Semrush Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.17.5 Semrush Recent Developments/Updates

9.17.6 Semrush Competitive Strengths & Weaknesses

9.18 Chatmeter

9.18.1 Chatmeter Details

9.18.2 Chatmeter Major Business

9.18.3 Chatmeter Online Reputation Management Tool Product and Services

9.18.4 Chatmeter Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.18.5 Chatmeter Recent Developments/Updates

- 9.18.6 Chatmeter Competitive Strengths & Weaknesses
- 9.19 Beijing Qingbo Big data Technology
 - 9.19.1 Beijing Qingbo Big data Technology Details
 - 9.19.2 Beijing Qingbo Big data Technology Major Business
 - 9.19.3 Beijing Qingbo Big data Technology Online Reputation Management Tool Product and Services
 - 9.19.4 Beijing Qingbo Big data Technology Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.19.5 Beijing Qingbo Big data Technology Recent Developments/Updates
 - 9.19.6 Beijing Qingbo Big data Technology Competitive Strengths & Weaknesses
- 9.20 Beijing People Online Network
 - 9.20.1 Beijing People Online Network Details
 - 9.20.2 Beijing People Online Network Major Business
 - 9.20.3 Beijing People Online Network Online Reputation Management Tool Product and Services
 - 9.20.4 Beijing People Online Network Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.20.5 Beijing People Online Network Recent Developments/Updates
 - 9.20.6 Beijing People Online Network Competitive Strengths & Weaknesses
- 9.21 DataStory
 - 9.21.1 DataStory Details
 - 9.21.2 DataStory Major Business
 - 9.21.3 DataStory Online Reputation Management Tool Product and Services
 - 9.21.4 DataStory Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.21.5 DataStory Recent Developments/Updates
 - 9.21.6 DataStory Competitive Strengths & Weaknesses
- 9.22 Uberall
 - 9.22.1 Uberall Details
 - 9.22.2 Uberall Major Business
 - 9.22.3 Uberall Online Reputation Management Tool Product and Services
 - 9.22.4 Uberall Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.22.5 Uberall Recent Developments/Updates
 - 9.22.6 Uberall Competitive Strengths & Weaknesses
- 9.23 ConsumerAffairs
 - 9.23.1 ConsumerAffairs Details
 - 9.23.2 ConsumerAffairs Major Business
 - 9.23.3 ConsumerAffairs Online Reputation Management Tool Product and Services

9.23.4 ConsumerAffairs Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.23.5 ConsumerAffairs Recent Developments/Updates

9.23.6 ConsumerAffairs Competitive Strengths & Weaknesses

9.24 Zhongke Wenge Technology

9.24.1 Zhongke Wenge Technology Details

9.24.2 Zhongke Wenge Technology Major Business

9.24.3 Zhongke Wenge Technology Online Reputation Management Tool Product and Services

9.24.4 Zhongke Wenge Technology Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.24.5 Zhongke Wenge Technology Recent Developments/Updates

9.24.6 Zhongke Wenge Technology Competitive Strengths & Weaknesses

9.25 Beijing Baifendian Informational Technology

9.25.1 Beijing Baifendian Informational Technology Details

9.25.2 Beijing Baifendian Informational Technology Major Business

9.25.3 Beijing Baifendian Informational Technology Online Reputation Management Tool Product and Services

9.25.4 Beijing Baifendian Informational Technology Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.25.5 Beijing Baifendian Informational Technology Recent Developments/Updates

9.25.6 Beijing Baifendian Informational Technology Competitive Strengths & Weaknesses

9.26 mov inc.

9.26.1 mov inc. Details

9.26.2 mov inc. Major Business

9.26.3 mov inc. Online Reputation Management Tool Product and Services

9.26.4 mov inc. Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.26.5 mov inc. Recent Developments/Updates

9.26.6 mov inc. Competitive Strengths & Weaknesses

9.27 Reviews.io (clearer.io)

9.27.1 Reviews.io (clearer.io) Details

9.27.2 Reviews.io (clearer.io) Major Business

9.27.3 Reviews.io (clearer.io) Online Reputation Management Tool Product and Services

9.27.4 Reviews.io (clearer.io) Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)

9.27.5 Reviews.io (clearer.io) Recent Developments/Updates

- 9.27.6 Reviews.io (clearer.io) Competitive Strengths & Weaknesses
- 9.28 ReviewTrackers
 - 9.28.1 ReviewTrackers Details
 - 9.28.2 ReviewTrackers Major Business
 - 9.28.3 ReviewTrackers Online Reputation Management Tool Product and Services
 - 9.28.4 ReviewTrackers Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.28.5 ReviewTrackers Recent Developments/Updates
 - 9.28.6 ReviewTrackers Competitive Strengths & Weaknesses
- 9.29 AppFollow
 - 9.29.1 AppFollow Details
 - 9.29.2 AppFollow Major Business
 - 9.29.3 AppFollow Online Reputation Management Tool Product and Services
 - 9.29.4 AppFollow Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.29.5 AppFollow Recent Developments/Updates
 - 9.29.6 AppFollow Competitive Strengths & Weaknesses
- 9.30 Canly
 - 9.30.1 Canly Details
 - 9.30.2 Canly Major Business
 - 9.30.3 Canly Online Reputation Management Tool Product and Services
 - 9.30.4 Canly Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.30.5 Canly Recent Developments/Updates
 - 9.30.6 Canly Competitive Strengths & Weaknesses
- 9.31 Awario
 - 9.31.1 Awario Details
 - 9.31.2 Awario Major Business
 - 9.31.3 Awario Online Reputation Management Tool Product and Services
 - 9.31.4 Awario Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.31.5 Awario Recent Developments/Updates
 - 9.31.6 Awario Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Online Reputation Management Tool Industry Chain
- 10.2 Online Reputation Management Tool Upstream Analysis
- 10.3 Online Reputation Management Tool Midstream Analysis

10.4 Online Reputation Management Tool 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 Online Reputation Management Tool Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Online Reputation Management Tool Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Online Reputation Management Tool Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Online Reputation Management Tool Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Online Reputation Management Tool Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Online Reputation Management Tool Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Online Reputation Management Tool Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Online Reputation Management Tool Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Online Reputation Management Tool Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Online Reputation Management Tool Players in 2025

Table 12. World Online Reputation Management Tool Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Online Reputation Management Tool Company Evaluation Quadrant

Table 14. Head Office of Key Online Reputation Management Tool Players

Table 15. Online Reputation Management Tool Market: Company Product Type Footprint

Table 16. Online Reputation Management Tool Market: Company Product Application Footprint

Table 17. Online Reputation Management Tool Mergers & Acquisitions Activity

Table 18. United States VS China Online Reputation Management Tool Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Online Reputation Management Tool Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Online Reputation Management Tool Companies,

Headquarters (States, Country)

Table 21. United States Based Companies Online Reputation Management Tool Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Online Reputation Management Tool Revenue Market Share (2021-2026)

Table 23. China Based Online Reputation Management Tool Companies, Headquarters (Province, Country)

Table 24. China Based Companies Online Reputation Management Tool Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Online Reputation Management Tool Revenue Market Share (2021-2026)

Table 26. Rest of World Based Online Reputation Management Tool Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Online Reputation Management Tool Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Online Reputation Management Tool Revenue Market Share (2021-2026)

Table 29. World Online Reputation Management Tool Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Online Reputation Management Tool Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Online Reputation Management Tool Market Size by Type (2027-2032) & (USD Million)

Table 32. World Online Reputation Management Tool Market Size by Covered Monitoring Platform Scope, (USD Million), 2021 & 2025 & 2032

Table 33. World Online Reputation Management Tool Market Size Value by Covered Monitoring Platform Scope (2021-2026) & (USD Million)

Table 34. World Online Reputation Management Tool Market Size by Covered Monitoring Platform Scope (2027-2032) & (USD Million)

Table 35. World Online Reputation Management Tool Market Size by Charging Mode, (USD Million), 2021 & 2025 & 2032

Table 36. World Online Reputation Management Tool Market Size Value by Charging Mode (2021-2026) & (USD Million)

Table 37. World Online Reputation Management Tool Market Size by Charging Mode (2027-2032) & (USD Million)

Table 38. World Online Reputation Management Tool Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Online Reputation Management Tool Market Size by Application (2021-2026) & (USD Million)

Table 40. World Online Reputation Management Tool Market Size by Application (2027-2032) & (USD Million)

Table 41. Meltwater Basic Information, Manufacturing Base and Competitors

Table 42. Meltwater Major Business

Table 43. Meltwater Online Reputation Management Tool Product and Services

Table 44. Meltwater Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Meltwater Recent Developments/Updates

Table 46. Meltwater Competitive Strengths & Weaknesses

Table 47. Trustpilot Basic Information, Manufacturing Base and Competitors

Table 48. Trustpilot Major Business

Table 49. Trustpilot Online Reputation Management Tool Product and Services

Table 50. Trustpilot Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Trustpilot Recent Developments/Updates

Table 52. Trustpilot Competitive Strengths & Weaknesses

Table 53. Birdeye Basic Information, Manufacturing Base and Competitors

Table 54. Birdeye Major Business

Table 55. Birdeye Online Reputation Management Tool Product and Services

Table 56. Birdeye Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Birdeye Recent Developments/Updates

Table 58. Birdeye Competitive Strengths & Weaknesses

Table 59. Qualtrics Basic Information, Manufacturing Base and Competitors

Table 60. Qualtrics Major Business

Table 61. Qualtrics Online Reputation Management Tool Product and Services

Table 62. Qualtrics Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Qualtrics Recent Developments/Updates

Table 64. Qualtrics Competitive Strengths & Weaknesses

Table 65. Bazaarvoice Basic Information, Manufacturing Base and Competitors

Table 66. Bazaarvoice Major Business

Table 67. Bazaarvoice Online Reputation Management Tool Product and Services

Table 68. Bazaarvoice Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Bazaarvoice Recent Developments/Updates

Table 70. Bazaarvoice Competitive Strengths & Weaknesses

Table 71. Yext Basic Information, Manufacturing Base and Competitors

Table 72. Yext Major Business

Table 73. Yext Online Reputation Management Tool Product and Services
Table 74. Yext Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 75. Yext Recent Developments/Updates
Table 76. Yext Competitive Strengths & Weaknesses
Table 77. Brandwatch Basic Information, Manufacturing Base and Competitors
Table 78. Brandwatch Major Business
Table 79. Brandwatch Online Reputation Management Tool Product and Services
Table 80. Brandwatch Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 81. Brandwatch Recent Developments/Updates
Table 82. Brandwatch Competitive Strengths & Weaknesses
Table 83. Reputation.com Basic Information, Manufacturing Base and Competitors
Table 84. Reputation.com Major Business
Table 85. Reputation.com Online Reputation Management Tool Product and Services
Table 86. Reputation.com Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 87. Reputation.com Recent Developments/Updates
Table 88. Reputation.com Competitive Strengths & Weaknesses
Table 89. Sprinklr Basic Information, Manufacturing Base and Competitors
Table 90. Sprinklr Major Business
Table 91. Sprinklr Online Reputation Management Tool Product and Services
Table 92. Sprinklr Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 93. Sprinklr Recent Developments/Updates
Table 94. Sprinklr Competitive Strengths & Weaknesses
Table 95. Hootsuite Basic Information, Manufacturing Base and Competitors
Table 96. Hootsuite Major Business
Table 97. Hootsuite Online Reputation Management Tool Product and Services
Table 98. Hootsuite Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 99. Hootsuite Recent Developments/Updates
Table 100. Hootsuite Competitive Strengths & Weaknesses
Table 101. Wisers Basic Information, Manufacturing Base and Competitors
Table 102. Wisers Major Business
Table 103. Wisers Online Reputation Management Tool Product and Services
Table 104. Wisers Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 105. Wisers Recent Developments/Updates

Table 106. Wisers Competitive Strengths & Weaknesses
Table 107. Medallia Basic Information, Manufacturing Base and Competitors
Table 108. Medallia Major Business
Table 109. Medallia Online Reputation Management Tool Product and Services
Table 110. Medallia Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 111. Medallia Recent Developments/Updates
Table 112. Medallia Competitive Strengths & Weaknesses
Table 113. Podium Basic Information, Manufacturing Base and Competitors
Table 114. Podium Major Business
Table 115. Podium Online Reputation Management Tool Product and Services
Table 116. Podium Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 117. Podium Recent Developments/Updates
Table 118. Podium Competitive Strengths & Weaknesses
Table 119. Sprout Social Basic Information, Manufacturing Base and Competitors
Table 120. Sprout Social Major Business
Table 121. Sprout Social Online Reputation Management Tool Product and Services
Table 122. Sprout Social Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 123. Sprout Social Recent Developments/Updates
Table 124. Sprout Social Competitive Strengths & Weaknesses
Table 125. SOCi Basic Information, Manufacturing Base and Competitors
Table 126. SOCi Major Business
Table 127. SOCi Online Reputation Management Tool Product and Services
Table 128. SOCi Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 129. SOCi Recent Developments/Updates
Table 130. SOCi Competitive Strengths & Weaknesses
Table 131. Midu Basic Information, Manufacturing Base and Competitors
Table 132. Midu Major Business
Table 133. Midu Online Reputation Management Tool Product and Services
Table 134. Midu Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 135. Midu Recent Developments/Updates
Table 136. Midu Competitive Strengths & Weaknesses
Table 137. Semrush Basic Information, Manufacturing Base and Competitors
Table 138. Semrush Major Business
Table 139. Semrush Online Reputation Management Tool Product and Services

Table 140. Semrush Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 141. Semrush Recent Developments/Updates
Table 142. Semrush Competitive Strengths & Weaknesses
Table 143. Chatmeter Basic Information, Manufacturing Base and Competitors
Table 144. Chatmeter Major Business
Table 145. Chatmeter Online Reputation Management Tool Product and Services
Table 146. Chatmeter Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 147. Chatmeter Recent Developments/Updates
Table 148. Chatmeter Competitive Strengths & Weaknesses
Table 149. Beijing Qingbo Big data Technology Basic Information, Manufacturing Base and Competitors
Table 150. Beijing Qingbo Big data Technology Major Business
Table 151. Beijing Qingbo Big data Technology Online Reputation Management Tool Product and Services
Table 152. Beijing Qingbo Big data Technology Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 153. Beijing Qingbo Big data Technology Recent Developments/Updates
Table 154. Beijing Qingbo Big data Technology Competitive Strengths & Weaknesses
Table 155. Beijing People Online Network Basic Information, Manufacturing Base and Competitors
Table 156. Beijing People Online Network Major Business
Table 157. Beijing People Online Network Online Reputation Management Tool Product and Services
Table 158. Beijing People Online Network Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 159. Beijing People Online Network Recent Developments/Updates
Table 160. Beijing People Online Network Competitive Strengths & Weaknesses
Table 161. DataStory Basic Information, Manufacturing Base and Competitors
Table 162. DataStory Major Business
Table 163. DataStory Online Reputation Management Tool Product and Services
Table 164. DataStory Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 165. DataStory Recent Developments/Updates
Table 166. DataStory Competitive Strengths & Weaknesses
Table 167. Uberall Basic Information, Manufacturing Base and Competitors
Table 168. Uberall Major Business
Table 169. Uberall Online Reputation Management Tool Product and Services

Table 170. Uberall Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 171. Uberall Recent Developments/Updates

Table 172. Uberall Competitive Strengths & Weaknesses

Table 173. ConsumerAffairs Basic Information, Manufacturing Base and Competitors

Table 174. ConsumerAffairs Major Business

Table 175. ConsumerAffairs Online Reputation Management Tool Product and Services

Table 176. ConsumerAffairs Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 177. ConsumerAffairs Recent Developments/Updates

Table 178. ConsumerAffairs Competitive Strengths & Weaknesses

Table 179. Zhongke Wenge Technology Basic Information, Manufacturing Base and Competitors

Table 180. Zhongke Wenge Technology Major Business

Table 181. Zhongke Wenge Technology Online Reputation Management Tool Product and Services

Table 182. Zhongke Wenge Technology Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 183. Zhongke Wenge Technology Recent Developments/Updates

Table 184. Zhongke Wenge Technology Competitive Strengths & Weaknesses

Table 185. Beijing Baifendian Informational Technology Basic Information, Manufacturing Base and Competitors

Table 186. Beijing Baifendian Informational Technology Major Business

Table 187. Beijing Baifendian Informational Technology Online Reputation Management Tool Product and Services

Table 188. Beijing Baifendian Informational Technology Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 189. Beijing Baifendian Informational Technology Recent Developments/Updates

Table 190. Beijing Baifendian Informational Technology Competitive Strengths & Weaknesses

Table 191. mov inc. Basic Information, Manufacturing Base and Competitors

Table 192. mov inc. Major Business

Table 193. mov inc. Online Reputation Management Tool Product and Services

Table 194. mov inc. Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 195. mov inc. Recent Developments/Updates

Table 196. mov inc. Competitive Strengths & Weaknesses

Table 197. Reviews.io (clearer.io) Basic Information, Manufacturing Base and Competitors

Table 198. Reviews.io (clearer.io) Major Business
Table 199. Reviews.io (clearer.io) Online Reputation Management Tool Product and Services
Table 200. Reviews.io (clearer.io) Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 201. Reviews.io (clearer.io) Recent Developments/Updates
Table 202. Reviews.io (clearer.io) Competitive Strengths & Weaknesses
Table 203. ReviewTrackers Basic Information, Manufacturing Base and Competitors
Table 204. ReviewTrackers Major Business
Table 205. ReviewTrackers Online Reputation Management Tool Product and Services
Table 206. ReviewTrackers Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 207. ReviewTrackers Recent Developments/Updates
Table 208. ReviewTrackers Competitive Strengths & Weaknesses
Table 209. AppFollow Basic Information, Manufacturing Base and Competitors
Table 210. AppFollow Major Business
Table 211. AppFollow Online Reputation Management Tool Product and Services
Table 212. AppFollow Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 213. AppFollow Recent Developments/Updates
Table 214. AppFollow Competitive Strengths & Weaknesses
Table 215. Canly Basic Information, Manufacturing Base and Competitors
Table 216. Canly Major Business
Table 217. Canly Online Reputation Management Tool Product and Services
Table 218. Canly Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 219. Canly Recent Developments/Updates
Table 220. Canly Competitive Strengths & Weaknesses
Table 221. Awario Basic Information, Manufacturing Base and Competitors
Table 222. Awario Major Business
Table 223. Awario Online Reputation Management Tool Product and Services
Table 224. Awario Online Reputation Management Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 225. Awario Recent Developments/Updates
Table 226. Awario Competitive Strengths & Weaknesses
Table 227. Global Key Players of Online Reputation Management Tool Upstream (Raw Materials)
Table 228. Global Online Reputation Management Tool Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Online Reputation Management Tool Picture
- Figure 2. World Online Reputation Management Tool Total Revenue: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Online Reputation Management Tool Total Revenue (2021-2032) & (USD Million)
- Figure 4. World Online Reputation Management Tool Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Figure 5. World Online Reputation Management Tool Revenue Market Share by Region (2021-2032), (by Headquarter Location)
- Figure 6. United States Based Company Online Reputation Management Tool Revenue (2021-2032) & (USD Million)
- Figure 7. China Based Company Online Reputation Management Tool Revenue (2021-2032) & (USD Million)
- Figure 8. Europe Based Company Online Reputation Management Tool Revenue (2021-2032) & (USD Million)
- Figure 9. Japan Based Company Online Reputation Management Tool Revenue (2021-2032) & (USD Million)
- Figure 10. South Korea Based Company Online Reputation Management Tool Revenue (2021-2032) & (USD Million)
- Figure 11. ASEAN Based Company Online Reputation Management Tool Revenue (2021-2032) & (USD Million)
- Figure 12. India Based Company Online Reputation Management Tool Revenue (2021-2032) & (USD Million)
- Figure 13. Online Reputation Management Tool Market Drivers
- Figure 14. Factors Affecting Demand
- Figure 15. World Online Reputation Management Tool Consumption Value (2021-2032) & (USD Million)
- Figure 16. World Online Reputation Management Tool Consumption Value Market Share by Region (2021-2032)
- Figure 17. United States Online Reputation Management Tool Consumption Value (2021-2032) & (USD Million)
- Figure 18. China Online Reputation Management Tool Consumption Value (2021-2032) & (USD Million)
- Figure 19. Europe Online Reputation Management Tool Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Online Reputation Management Tool Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Online Reputation Management Tool Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Online Reputation Management Tool Consumption Value (2021-2032) & (USD Million)

Figure 23. India Online Reputation Management Tool Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Online Reputation Management Tool by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Online Reputation Management Tool Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Online Reputation Management Tool Markets in 2025

Figure 27. United States VS China: Online Reputation Management Tool Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Online Reputation Management Tool Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Online Reputation Management Tool Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Online Reputation Management Tool Market Size Market Share by Type in 2025

Figure 31. Cloud-based

Figure 32. On-premise and Private Deployment

Figure 33. World Online Reputation Management Tool Market Size Market Share by Type (2021-2032)

Figure 34. World Online Reputation Management Tool Market Size by Covered Monitoring Platform Scope, (USD Million), 2021 & 2025 & 2032

Figure 35. World Online Reputation Management Tool Market Size Market Share by Covered Monitoring Platform Scope in 2025

Figure 36. Single-channel Specialized ORM Tools

Figure 37. Omnichannel Full-network ORM Tools

Figure 38. World Online Reputation Management Tool Market Size Market Share by Covered Monitoring Platform Scope (2021-2032)

Figure 39. World Online Reputation Management Tool Market Size by Charging Mode, (USD Million), 2021 & 2025 & 2032

Figure 40. World Online Reputation Management Tool Market Size Market Share by Charging Mode in 2025

Figure 41. Tiered Subscription Paid Tools

Figure 42. Custom Enterprise Annual Package

Figure 43. World Online Reputation Management Tool Market Size Market Share by Charging Mode (2021-2032)

Figure 44. World Online Reputation Management Tool Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 45. World Online Reputation Management Tool Market Size Market Share by Application in 2025

Figure 46. Retail, E-commerce and Consumer Goods

Figure 47. Hotels, Travel and Foodservice

Figure 48. Healthcare and Life Sciences

Figure 49. Financial Services and Insurance

Figure 50. Technology, Media and Communications

Figure 51. Automotive and Mobility

Figure 52. Public Sector, Education and Non-profit Organizations

Figure 53. Other Commercial and Industrial Sectors

Figure 54. Other Commercial and Industrial Sectors

Figure 55. World Online Reputation Management Tool Market Size Market Share by Application (2021-2032)

Figure 56. Online Reputation Management Tool Industrial Chain

Figure 57. Methodology

Figure 58. Research Process and Data Source

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