

Global Search and Content Analytics Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Search analytics is the practice of searching for data to examine interactions between content during searches, web searchers, and search engines. The analysis and collection of data during searches can be used in search engine optimization and search engine marketing to increase the visibility of websites in search engine result pages.

SCOPE OF THE REPORT:

This report studies the Search and Content Analytics market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Search and Content Analytics market by product type and applications/end industries. The retail segment dominated the market by accounting for approximately 25% of the total market share. The adoption of content analytics systems to draw useful conclusions about customers, products, operations, and competitors will drive innovation, operational efficiency, and boost revenues in the market. Also, retail chains use analytics solutions to view the purchase pattern of the customer to offer effective future products.

Market researchers predict that the Americas will be the largest market for search. The increasing adoption of search and content analytics in several industry verticals, such as retail, BFSI, and healthcare, to improve risk management and focus on customer preferences will lead to the growth of this market in the Americas. In addition, many businesses will also invest in latest digital technologies such as analytics, cloud, mobility, and social media to stay competitive in the market.

The global Search and Content Analytics market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Search and Content Analytics.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Google

HP

IBM

Microsoft

SAS Institute

Dell EMC

OpenText

Oracle

Teradata

Hyland Software

Newgen Software

Lexmark

Alfresco

Everteam

Xerox

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Search Analytics

Content Analytics

Market Segment by Applications, can be divided into

Retail

BFSI

Education

Health

Other

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