

Global Social Media Analytics Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GC402535D261EN.html>

Date: January 2026

Pages: 143

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

ID: GC402535D261EN

Abstracts

The global Social Media Analytics market size is expected to reach \$ million by 2032, rising at a market growth of %CAGR during the forecast period (2026-2032).

The goal of any business analytic tool is to analyze data and extract actionable and commercially relevant information that you can use to increase results or performance. Social media analytics is the process of gathering data from social media sites, blogs and other stakeholder conversations on digital media and processing into structured insights leading to more information-driven business decisions and increased customer centrality for brands and businesses. This process goes beyond the usual monitoring or a basic analysis of retweets or 'likes' to develop an in-depth idea of the social consumer.

Depending on the business objectives, social media analytics can take four different forms, namely, descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics.

Social media analytics is considered the basic foundation for enabling an enterprises to:

- Execute focused engagements like one-to-one and one-to-many
- Enhance social collaboration over a variety of business functions, such as customer service, marketing, support, etc.
- Maximize the customer experience

Social media is a good medium to understand real-time consumer choices, intentions and sentiments. The most prevalent application of social media analytics is to get to

know the customer base on a more emotional level to help better target customer service and marketing.

The largest application of North America Social Media Analytics market is Customer Behavioral Analysis, with a share more than 25%, followed by Customer Segmentation and Targeting and Competitor Benchmarking, both share are nearly 35%. Retail is the largest end user, with over than 40% market share.

This report studies the global Social Media Analytics demand, key companies, and key regions.

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

Highlights and key features of the study

Global Social Media Analytics total market, 2021-2032, (USD Million)

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

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

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

Global Social Media Analytics total market by Type, CAGR, 2021-2032, (USD Million)

Global Social Media Analytics total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Social Media Analytics 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 IBM, Oracle, Salesforce, Adobe Systems, SAS Institute, Clarabridge, Netbase Solutions, Brandwatch, Talkwalker, GoodData, 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 Social Media Analytics 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 Social Media Analytics Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Social Media Analytics Market, Segmentation by Type:

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking

Customer Behavioral Analysis

Marketing Measurement

Global Social Media Analytics Market, Segmentation by Application:

Banking, Financial Services and Insurance (BFSI)

Telecommunications and IT

Retail

Healthcare

Government

Media and Entertainment

Transportation and Logistics

Others

Companies Profiled:

IBM

Oracle

Salesforce

Adobe Systems

SAS Institute

Clarabridge

Netbase Solutions

Brandwatch

Talkwalker

GoodData

Crimson Hexagon

Simply Measured

Sysomos

Digimind

Unmetric

Cision US

Key Questions Answered

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

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