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Global Social Media Analytics Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Social Media Analytics market size was valued at US$ million in 2024 and is forecast to a readjusted size of USD million by 2031 with a CAGR of %during review period.

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

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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 is a detailed and comprehensive analysis for global Social Media Analytics market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Social Media Analytics market size and forecasts, in consumption value ($ Million), 2020-2031

Global Social Media Analytics market size and forecasts by region and country, in consumption value ($ Million), 2020-2031

Global Social Media Analytics market size and forecasts, by Type and by Application, in consumption value ($ Million), 2020-2031

Global Social Media Analytics market shares of main players, in revenue ($ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Social Media Analytics

To forecast future growth in each product and end-use market

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To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

Social Media Analytics market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking

Customer Behavioral Analysis

Marketing Measurement

Market segment by Application

Banking, Financial Services and Insurance (BFSI)

Telecommunications and IT

Retail

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Healthcare

Government

Media and Entertainment

Transportation and Logistics

Others

Market segment by players, this report covers

IBM

Oracle

Salesforce

Adobe Systems

SAS Institute

Clarabridge

Netbase Solutions

Brandwatch

Talkwalker

GoodData

Crimson Hexagon

Simply Measured

Sysomos

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Digimind

Unmetric

Cision US

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Social Media Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Social Media Analytics, with revenue, gross margin, and global market share of Social Media Analytics from 2020 to 2025.

Chapter 3, the Social Media Analytics competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025.and Social Media Analytics market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Social Media Analytics.

Chapter 13, to describe Social Media Analytics research findings and conclusion.

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