

Global Social Media IT Spending Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

SCOPE OF THE REPORT:

This report studies the Social Media IT Spending 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 Social Media IT Spending market by product type and applications/end industries.

In 2017, hardware spending segment held the largest market share, which accounted for more than 50% share of the overall market. Most of the companies are investing in integrated infrastructure to enhance the service delivery platform, security, and compliance control while offering value-added services associated with cloud-based technology.

The global social media IT spending market was dominated by the Americas in 2017, accounting for over 50% of the market share, which is triggered by the traction toward converged infrastructure among large and medium social media platforms, related to data hosting.

The global Social Media IT Spending 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 Social Media IT Spending.

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

IBM

HP

Oracle

Dell EMC

Cisco

Salesforce

HubSpot

Unmetric

Kenshoo Social

Tencent Holdings

Akamai Technologies

Adobe

VMware

Google Analytics

SAS

SAP

Microsoft

VCE

Juniper Networks

NetApp

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

Hardware

Software

IT Services

Market Segment by Applications, can be divided into

Public Sector

BFSI

Telecom and Media

Retail/Wholesale

Other

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