

# **Content Analytics Market Size, Share & Trends Analysis Report By Deployment (Cloud, On-premise), By Application (Text Analytics, Web Analytics, Social Media Analytics), By Vertical, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Content Analytics Market Growth & Trends**

The global content analytics market is expected to reach USD 26.48 billion by 2030, according to a new report by Grand View Research, Inc. The market is anticipated to expand at a CAGR of 19.4% from 2022 to 2030. The market is being driven ahead by the expanding demand for digitization in the government sector, the growing adoption of advanced analytics, and the significant expansion of business content across various business verticals.

Companies can use content analytics software to get various benefits such as quickly accessing and viewing information about the volume and nature of content creation and help them expand. Moreover, technological advancement by the key market players is expanding the content analytics market. For instance, In July 2020, LivePerson Inc., a provider of digital intelligence solutions, unveiled LP Insights, a text analytics tool that converts user-generated content and speech data into valuable insights.

Due to the increasing use of social media channels for customer outreach and advertising, social media analytics is anticipated to play a significant role in expanding the content analytics market over the forecast period. Furthermore, with the disruptive development of the Internet of Things (IoT) and big data technologies, the content

analytics market is projected to experience substantial growth.

The development of cloud technologies is accelerating the growth of the content analytics industry. Many businesses are eager to acquire and deploy such software due to the ongoing changes in market trends for content analytics. Moreover, in comparison to all other market segments, cloud-based content analytics software is projected to grow with the largest market share over the forecasted period.

The increasing need for real-time content analytics by various companies is one of the significant prospects for the content analytics industry. Real-time content analytics help businesses understand consumer demand and market trends, enabling them to introduce their items to the market ahead of rivals. Moreover, players in the Content Analytics market are focusing on widening their portfolio to create novel solutions and technologies. This strategy helps them to proficiently cater to their end-users' requirements and gain an advantage over their competitors. For instance, in December 2020, Microsoft launched Opinion Mining and Async Offerings for Text Analytics. Opinion Mining is utilized in the sentiment analysis feature of text analytics, and it extracts information about a product or service and the opinions related to them.

### Content Analytics Market Report Highlights

The cloud segment accounted for a maximum share of 67.1% in 2021 and is likely to remain dominant throughout the forecast period. This can be attributed to the fact that the deployment via cloud is cost-effective, so even small and medium size organizations can easily afford it

Social media analytics is predicted to play a significant role in the expansion of the content analytics market and is projected to grow at the fastest CAGR of 20.7% over the forecasted period due to the increasing use of social media channels for advertising and customer outreach

The media & entertainment sector is projected to grow at the fastest CAGR of 24.2% over a forecasted period due to the development of big data and real-time data in the content analytics market

North America held the maximum revenue share of more than 54% in 2021, considering the disruptive development of big data technologies and the Internet of Things (IoT) in the region. Moreover, the growing e-commerce and rising presence of social networking in the area are expected to boost the market in

the forecasted period

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