

# **Social Media Analytics Market Size, Share & Trends Analysis Report By Component (Software, Services), By Function (Sentiment Analysis, Competitive Analysis), By Application, By Analytics Type (Predictive Analytics), By Vertical, By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 6 Business Days

### **Social Media Analytics Market Growth & Trends**

The global social media analytics market size is expected to reach USD 43.25 billion by 2030, registering a CAGR of 27.2% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market for social media analytics is expanding owing to the rising usage of social media platforms for online shopping, brand marketing, and eCommerce, as well as growing awareness of market trends and competition strength. The media and entertainment categories are anticipated to expand during the projection period. Companies in the media and entertainment industries are using social media analytics to gather social data, better understand customer needs, and create timely corporate growth plans.

With the proliferation of video content on social media platforms, video analytics are becoming more and more significant. Tools for social media analytics are being created to analyze video material to learn more about consumer behavior, monitor engagement rates, and improve video marketing tactics. Additionally, the market for social media analytics is seeing a rise in the usage of AI-powered analytics as companies need to analyze massive amounts of data quickly and correctly. Businesses may obtain insights

into consumer behavior, spot patterns and trends in social media data, and make data-driven choices using AI-powered analytics solutions.

Social media analytics services increasingly employ advanced methods, including artificial intelligence (AI), machine learning, and natural language processing (NLP). These methods, which include sentiment analysis, topic modeling, social network analysis, and predictive analytics, allow for a deeper examination of social media data. Service providers use these advanced methods to give customers more precise and thorough information. For instance, in November 2021, Oracle unveiled new AI-powered features, and UX changes to its Analytics Cloud service as part of the Oracle Live virtual event series.

As competition in the BFSI sector has increased, boosting the banking sector's client base has become a critical competitive advantage. In contrast, the BFSI industry has begun utilizing social media marketing and is quickly moving towards digitalization to increase client retention and reach new consumers. Social networking sites like Twitter, Facebook, Google+, and LinkedIn have been utilized by prominent BFSI businesses in Europe, including Citigroup Inc., HSBC, Barclays Bank, and NatWest, to spur market expansion. Banks improve their customer service, marketing, product development, risk management, and overall company performance by gaining insight from the vast social media data. The availability of such data has provided banks with new options to use analytics to their advantage and enhance their operations.

## Social Media Analytics Market Report Highlights

The software segment dominated the market for social media analytics in 2024 with a revenue share of 57.6%. Businesses seek service providers that can tailor their offerings to specific industry verticals, business objectives, and social media platforms.

The sentiment analysis segment dominated the social media analytics industry with a revenue share in 2024. The dashboard & visualization segment is expected to grow at the fastest CAGR from 2025 to 2030.

The risk management and fraud detection segment dominated the market in 2024. Social media analytics offers insightful data about client preferences, viewpoints, and requests.

The predictive analytics segment dominated the social media analytics market in

2024. Prescriptive analytics mixed with social media analytics enables firms to optimize their social media initiatives in real time.

The media and entertainment segment dominated the market in 2024. Social media analytics technologies track and examine discussions about medications, treatments, and medical equipment.

North America continues to lead the global social media analytics industry, accounting for a 32.8% share in 2024.

### **Companies Mentioned**

Adobe  
Brand24 Global, Inc.  
GoodData Corporation  
Hootsuite Inc.  
IBM Corporation  
NetBase Quid, Inc.  
Oracle  
Salesforce, Inc.  
Sprinklr  
Sprout Social Inc.  
Synthesio

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