

South Korea Social Media Analytics Market Size, Share, Trends and Forecast by Component, Deployment Mode, Organization Size, Application, End User, and Region, 2026-2034

<https://marketpublishers.com/r/S3C0975247DCEN.html>

Date: July 2026

Pages: 116

Price: US\$ 2,999.00 (Single User License)

ID: S3C0975247DCEN

Abstracts

The South Korea social media analytics market size reached USD 325.1 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 1,775.3 Million by 2034, exhibiting a growth rate (CAGR) of 20.13% during 2026-2034. The combination of sophisticated technologies like artificial intelligence (AI) and natural language processing (NLP) is impelling the market growth. Apart from this, South Korean businesses are increasingly using analytics tools to get real-time insights into consumer sentiment, buying behavior, and brand interaction. Moreover, heightened use of social media platforms amongst demographics is expanding the South Korea social media analytics market share.

SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET TRENDS:

Rising Use of Social Media Platforms Amongst Demographics

The South Korea market is experiencing strong growth as greater numbers of people from different age groups are increasingly depending on platforms. As per Global Digital Insights, a total of 69.2 million mobile connections were active in South Korea in 2025. The younger generations, the millennials, and Gen Z are spending considerable time online, while even older audiences are now adopting digital communications. Businesses invest regularly in analytics tools to track sentiment, brand image, and influencer effect in real-time. Government offices and political parties are also using analytics solutions to gauge public sentiment and interaction. Since user-generated content is growing at a record rate, social media analytics tools are assuming a central

role in unearthing actionable insights, hence driving the need for advanced artificial intelligence (AI)-based analytics platforms.

Increasing Need for Real-Time Consumer Insights and Competitive Intelligence

South Korean businesses are increasingly using social media analytics tools to get real-time insights into consumer sentiment, buying behavior, and brand interaction. With the ongoing evolution of customer expectations, brands stay in step by continuously keeping track of social platforms in order to respond swiftly to market trends and customer opinions. Retail, beauty, K-pop entertainment, and electronics are investing greatly in sentiment analysis, customer profiling, and trend spotting through social listening. These features are allowing firms to customize marketing campaigns, preempt brand crises, and gauge the competitive landscape more accurately. With increasing volatility in consumer loyalty, companies are focusing on decision-making agility through dependency on dynamic social media feeds.

Improvements in Artificial Intelligence and Natural Language Processing (NLP)

The combination of sophisticated technologies like AI and NLP is impelling the South Korea social media analytics market growth. Businesses are using more AI-powered products that can handle huge amounts of unstructured data from various platforms and yield insightful information in real time. The ability of NLP engines to comprehend Korean language idiosyncrasies, slang, and regional dialects is being progressively tuned to enhance sentiment analysis and topic modeling. South Korean technology companies and startups are actively creating analytics tools that leverage machine learning (ML) to forecast trends, identify bogus news, and automate influencer detection. These advances in technology are making analytics more accurate and scalable, helping firms comprehend consumer psychology and participation at detailed levels. While AI and NLP technologies advance further, social media analytics software is becoming more user-friendly, with dashboards and predictive mechanisms in place for real-time optimization of marketing and strategic choice-making across industries. IMARC Group predicts that the South Korea AI market is projected to attain USD 30.00 Billion by 2033.

SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on component, deployment mode, organization size,

application, and end user.

Component Insights:

Solutions

Services

The report has provided a detailed breakup and analysis of the market based on the component. This includes solutions and services.

Deployment Mode Insights:

On-premises

Cloud-based

A detailed breakup and analysis of the market based on the deployment mode have also been provided in the report. This includes on-premises and cloud-based.

Organization Size Insights:

Small and Medium Enterprises

Large Enterprises

The report has provided a detailed breakup and analysis of the market based on the organization size. This includes small and medium enterprises and large enterprises.

Application Insights:

Customer Segmentation and Targeting

Competitor Benchmarking

Multichannel Campaign Management

Customer Behavioral Analysis

Marketing Management

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes customer segmentation and targeting, competitor benchmarking, multichannel campaign management, customer behavioral analysis, and marketing management.

End User Insights:

BFSI

Media and Entertainment

Travel and Hospitality

IT and Telecom

Retail

Healthcare

Others

The report has provided a detailed breakup and analysis of the market based on the end user. This includes BFSI, media and entertainment, travel and hospitality, IT and telecom, retail, healthcare, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea social media analytics market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea social media analytics market on the basis of component?

What is the breakup of the South Korea social media analytics market on the basis of deployment mode?

What is the breakup of the South Korea social media analytics market on the basis of organization size?

What is the breakup of the South Korea social media analytics market on the basis of application?

What is the breakup of the South Korea social media analytics market on the basis of end user?

What is the breakup of the South Korea social media analytics market on the basis of region?

What are the various stages in the value chain of the South Korea social media analytics market?

What are the key driving factors and challenges in the South Korea social media analytics market?

What is the structure of the South Korea social media analytics market and who are the key players?

What is the degree of competition in the South Korea social media analytics market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET - BREAKUP BY COMPONENT

- 6.1 Solutions
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Services
 - 6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

7 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET - BREAKUP BY DEPLOYMENT MODE

7.1 On-premises

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Cloud-based

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

8 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET - BREAKUP BY ORGANIZATION SIZE

8.1 Small and Medium Enterprises

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Large Enterprises

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

9 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET - BREAKUP BY APPLICATION

9.1 Customer Segmentation and Targeting

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Competitor Benchmarking

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.3 Multichannel Campaign Management

- 9.3.1 Overview
- 9.3.2 Historical and Current Market Trends (2020-2025)
- 9.3.3 Market Forecast (2026-2034)
- 9.4 Customer Behavioral Analysis
 - 9.4.1 Overview
 - 9.4.2 Historical and Current Market Trends (2020-2025)
 - 9.4.3 Market Forecast (2026-2034)
- 9.5 Marketing Management
 - 9.5.1 Overview
 - 9.5.2 Historical and Current Market Trends (2020-2025)
 - 9.5.3 Market Forecast (2026-2034)

10 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET - BREAKUP BY END USER

- 10.1 BFSI
 - 10.1.1 Overview
 - 10.1.2 Historical and Current Market Trends (2020-2025)
 - 10.1.3 Market Forecast (2026-2034)
- 10.2 Media and Entertainment
 - 10.2.1 Overview
 - 10.2.2 Historical and Current Market Trends (2020-2025)
 - 10.2.3 Market Forecast (2026-2034)
- 10.3 Travel and Hospitality
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Forecast (2026-2034)
- 10.4 IT and Telecom
 - 10.4.1 Overview
 - 10.4.2 Historical and Current Market Trends (2020-2025)
 - 10.4.3 Market Forecast (2026-2034)
- 10.5 Retail
 - 10.5.1 Overview
 - 10.5.2 Historical and Current Market Trends (2020-2025)
 - 10.5.3 Market Forecast (2026-2034)
- 10.6 Healthcare
 - 10.6.1 Overview
 - 10.6.2 Historical and Current Market Trends (2020-2025)
 - 10.6.3 Market Forecast (2026-2034)

10.7 Others

10.7.1 Historical and Current Market Trends (2020-2025)

10.7.2 Market Forecast (2026-2034)

11 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET – BREAKUP BY REGION

11.1 Seoul Capital Area

11.1.1 Overview

11.1.2 Historical and Current Market Trends (2020-2025)

11.1.3 Market Breakup by Component

11.1.4 Market Breakup by Deployment Mode

11.1.5 Market Breakup by Organization Size

11.1.6 Market Breakup by Application

11.1.7 Market Breakup by End User

11.1.8 Key Players

11.1.9 Market Forecast (2026-2034)

11.2 Yeongnam (Southeastern Region)

11.2.1 Overview

11.2.2 Historical and Current Market Trends (2020-2025)

11.2.3 Market Breakup by Component

11.2.4 Market Breakup by Deployment Mode

11.2.5 Market Breakup by Organization Size

11.2.6 Market Breakup by Application

11.2.7 Market Breakup by End User

11.2.8 Key Players

11.2.9 Market Forecast (2026-2034)

11.3 Honam (Southwestern Region)

11.3.1 Overview

11.3.2 Historical and Current Market Trends (2020-2025)

11.3.3 Market Breakup by Component

11.3.4 Market Breakup by Deployment Mode

11.3.5 Market Breakup by Organization Size

11.3.6 Market Breakup by Application

11.3.7 Market Breakup by End User

11.3.8 Key Players

11.3.9 Market Forecast (2026-2034)

11.4 Hoseo (Central Region)

11.4.1 Overview

11.4.2 Historical and Current Market Trends (2020-2025)

- 11.4.3 Market Breakup by Component
- 11.4.4 Market Breakup by Deployment Mode
- 11.4.5 Market Breakup by Organization Size
- 11.4.6 Market Breakup by Application
- 11.4.7 Market Breakup by End User
- 11.4.8 Key Players
- 11.4.9 Market Forecast (2026-2034)
- 11.5 Others
 - 11.5.1 Historical and Current Market Trends (2020-2025)
 - 11.5.2 Market Forecast (2026-2034)

12 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET – COMPETITIVE LANDSCAPE

- 12.1 Overview
- 12.2 Market Structure
- 12.3 Market Player Positioning
- 12.4 Top Winning Strategies
- 12.5 Competitive Dashboard
- 12.6 Company Evaluation Quadrant

13 PROFILES OF KEY PLAYERS

- 13.1 Company A
 - 13.1.1 Business Overview
 - 13.1.2 Services Offered
 - 13.1.3 Business Strategies
 - 13.1.4 SWOT Analysis
 - 13.1.5 Major News and Events
- 13.2 Company B
 - 13.2.1 Business Overview
 - 13.2.2 Services Offered
 - 13.2.3 Business Strategies
 - 13.2.4 SWOT Analysis
 - 13.2.5 Major News and Events
- 13.3 Company C
 - 13.3.1 Business Overview
 - 13.3.2 Services Offered
 - 13.3.3 Business Strategies

- 13.3.4 SWOT Analysis
- 13.3.5 Major News and Events
- 13.4 Company D
 - 13.4.1 Business Overview
 - 13.4.2 Services Offered
 - 13.4.3 Business Strategies
 - 13.4.4 SWOT Analysis
 - 13.4.5 Major News and Events
- 13.5 Company E
 - 13.5.1 Business Overview
 - 13.5.2 Services Offered
 - 13.5.3 Business Strategies
 - 13.5.4 SWOT Analysis
 - 13.5.5 Major News and Events

14 SOUTH KOREA SOCIAL MEDIA ANALYTICS MARKET - INDUSTRY ANALYSIS

- 14.1 Drivers, Restraints, and Opportunities
 - 14.1.1 Overview
 - 14.1.2 Drivers
 - 14.1.3 Restraints
 - 14.1.4 Opportunities
- 14.2 Porters Five Forces Analysis
 - 14.2.1 Overview
 - 14.2.2 Bargaining Power of Buyers
 - 14.2.3 Bargaining Power of Suppliers
 - 14.2.4 Degree of Competition
 - 14.2.5 Threat of New Entrants
 - 14.2.6 Threat of Substitutes
- 14.3 Value Chain Analysis

15 APPENDIX

I would like to order

Product name: South Korea Social Media Analytics Market Size, Share, Trends and Forecast by Component, Deployment Mode, Organization Size, Application, End User, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/S3C0975247DCEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S3C0975247DCEN.html>