

# Latin America, Middle East & Africa Social Media Analytics Market (2017 - 2023)

<https://marketpublishers.com/r/LADA46EF53EEN.html>

Date: August 2017

Pages: 145

Price: US\$ 1,500.00 (Single User License)

ID: LADA46EF53EEN

## Abstracts

The Latin America, Middle East and Africa Social Media Analytics Market would witness market growth of 32.4% CAGR during the forecast period (2017 – 2023). The social media analytics helps in identifying precise business goals, and as a result, helps in defining key performance indicators (KPIs) to objectively evaluate the business analytics data. Social media analytics is a system used to gather data from social media websites and analyze the gathered data with the help of social media analytics tools to make business decisions. Social media analytics is used in many functions; however, the fundamental use of the technology is to mine customer sentiments to align marketing and customer service activities.

Based on Components, the market report segments the market into Software and Services. Services type is further segmented into Professional and Managed services. Based on Applications, the Latin America, Middle East & Africa Social Media Analytics market is segmented into Sales & Marketing, Customer Experience Management, Risk Management & Fraud Detection, Competitive Intelligence, and Others. Based on Analytics Type, the market is segmented into Predictive Analytics, Prescriptive Analytics, and Descriptive Analytics. Based on Organization Sizes, the market report segments the market into Small & Medium Enterprises and Large Enterprises. Based on Deployment Types, the market is segmented into On Demand and On Premise. Based on Verticals, the market is segmented into Retail & Ecommerce, Travel & Hospitality, Government & Defense, Energy & Utilities, Media & Entertainment, Telecom & IT, Healthcare and Life Sciences, BFSI, and Others.

Based on Countries, the Social Media Analytics market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa Social Media Analytics Market. Key companies profiled in the report include Oracle Corporation, Adobe Systems, Inc., IBM Corporation, SAP SE, NetBase Solutions, Inc., Hootsuite Media, Inc., Tableau Software, Inc., Crimson Hexagon, SAS Institute, Inc., and Salesforce.com, Inc.

## Contents

### CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Latin America, Middle East and Africa Social Media Analytics Market, by Components
  - 1.4.2 Latin America, Middle East and Africa Social Media Analytics Market, by Applications
  - 1.4.3 Latin America, Middle East and Africa Social Media Analytics Market, by Analytics Type
  - 1.4.4 Latin America, Middle East and Africa Social Media Analytics Market, by Organizations Size
  - 1.4.5 Latin America, Middle East and Africa Social Media Analytics Market, by Deployment Types
  - 1.4.6 Latin America, Middle East and Africa Social Media Analytics Market, by Verticals
  - 1.4.7 Latin America, Middle East and Africa Social Media Analytics Market, by Countries
- 1.5 Methodology for the research

### CHAPTER 2. EXECUTIVE SUMMARY

### CHAPTER 3. MARKET OVERVIEW

- 3.1 Introduction
  - 3.1.1 Segmental Analysis
    - 3.1.1.1 Market By Components
    - 3.1.1.2 Market By Applications
    - 3.1.1.3 Market By Deployment Model
    - 3.1.1.4 Market By Organization Size
    - 3.1.1.5 Market By Analytics Type
    - 3.1.1.6 Market By Verticals
    - 3.1.1.7 Market By Country
- 3.2 Drivers, and Restraints
  - 3.2.1 Market Drivers

### 3.2.2 Market Restraints

## **CHAPTER 4. LAMEA SOCIAL MEDIA ANALYTICS MARKET**

### 4.1 LAMEA Social Media Analytics Market by Component

#### 4.1.1 LAMEA Social Media Analytics Software Market by Country

#### 4.1.2 LAMEA Social Media Analytics Services Market by Country

#### 4.1.3 LAMEA Social Media Analytics Services Market by Type

##### 4.1.3.1 LAMEA Social Media Analytics Professional Services Market by Country

##### 4.1.3.2 LAMEA Social Media Analytics Managed Services Market by Country

## **CHAPTER 5. LAMEA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION**

### 5.1 Introduction

#### 5.1.1 LAMEA Sales & Marketing Social Media Analytics Market by Country

#### 5.1.2 LAMEA Customer Experience Management Social Media Analytics Market by Country

#### 5.1.3 LAMEA Risk Management & Fraud Detection Social Media Analytics Market by Country

#### 5.1.4 LAMEA Competitive Intelligence Social Media Analytics Market by Country

#### 5.1.5 LAMEA Others Social Media Analytics Market by Country

## **CHAPTER 6. LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE**

### 6.1 Introduction

#### 6.1.1 LAMEA Predictive Analytics Social Media Analytics Market by Country

#### 6.1.2 LAMEA Prescriptive Analytics Social Media Analytics Market by Country

#### 6.1.3 LAMEA Descriptive Analytics Social Media Analytics Market by Country

## **CHAPTER 7. LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE**

### 7.1 Introduction

#### 7.1.1 LAMEA Small & Medium Enterprises Social Media Analytics Market by Country

#### 7.1.2 LAMEA Large Enterprises Social Media Analytics Market by Country

## **CHAPTER 8. LAMEA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE**

## 8.1 Introduction

8.1.1 LAMEA On Demand Social Media Analytics Market by Country

8.1.2 LAMEA On Premise Social Media Analytics Market by Country

## **CHAPTER 9. LAMEA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL**

### 9.1 Introduction

9.1.1 LAMEA Social Media Analytics in Retail & Ecommerce Market by Country

9.1.2 LAMEA Social Media Analytics in Travel & Hospitality Market by Country

9.1.3 LAMEA Social Media Analytics in Government & Defense Market by Country

9.1.4 LAMEA Social Media Analytics in Energy & Utilities Market by Country

9.1.5 LAMEA Social Media Analytics in Media & Entertainment Market by Country

9.1.6 LAMEA Social Media Analytics in Telecom & IT Market by Country

9.1.7 LAMEA Social Media Analytics in Healthcare & Life Sciences Market by Country

9.1.8 LAMEA Social Media Analytics in BFSI Market by Country

9.1.9 LAMEA Social Media Analytics in Other Vertical Market by Country

## **CHAPTER 10. LAMEA SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY**

### 10.1 Introduction

#### 10.2 Brazil Social Media Analytics Market

10.2.1 Brazil Social Media Analytics Market by Component Type

10.2.1.1 Brazil Social Media Analytics Market by Services Type

10.2.2 Brazil Social Media Analytics Market by Application

10.2.3 Brazil Social Media Analytics Market by Analytics Type

10.2.4 Brazil Social Media Analytics Market by Organization Size

10.2.5 Brazil Social Media Analytics Market by Deployment Type

10.2.6 Brazil Social Media Analytics Market by Vertical

#### 10.3 Argentina Social Media Analytics Market

10.3.1 Argentina Social Media Analytics Market by Component Type

10.3.1.1 Argentina Social Media Analytics Market by Services Type

10.3.2 Argentina Social Media Analytics Market by Application

10.3.3 Argentina Social Media Analytics Market by Analytics Type

10.3.4 Argentina Social Media Analytics Market by Organization Size

10.3.5 Argentina Social Media Analytics Market by Deployment Type

10.3.6 Argentina Social Media Analytics Market by Vertical

#### 10.4 UAE Social Media Analytics Market

10.4.1 UAE Social Media Analytics Market by Component Type

10.4.1.1 UAE Social Media Analytics Market by Services Type

- 10.4.2 UAE Social Media Analytics Market by Application
- 10.4.3 UAE Social Media Analytics Market by Analytics Type
- 10.4.4 UAE Social Media Analytics Market by Organization Size
- 10.4.5 UAE Social Media Analytics Market by Deployment Type
- 10.4.6 UAE Social Media Analytics Market by Vertical
- 10.5 Saudi Arabia Social Media Analytics Market
  - 10.5.1 Saudi Arabia Social Media Analytics Market by Component Type
    - 10.5.1.1 Saudi Arabia Social Media Analytics Market by Services Type
  - 10.5.2 Saudi Arabia Social Media Analytics Market by Application
  - 10.5.3 Saudi Arabia Social Media Analytics Market by Analytics Type
  - 10.5.4 Saudi Arabia Social Media Analytics Market by Organization Size
  - 10.5.5 Saudi Arabia Social Media Analytics Market by Deployment Type
  - 10.5.6 Saudi Arabia Social Media Analytics Market by Vertical
- 10.6 South Africa Social Media Analytics Market
  - 10.6.1 South Africa Social Media Analytics Market by Component Type
    - 10.6.1.1 South Africa Social Media Analytics Market by Services Type
  - 10.6.2 South Africa Social Media Analytics Market by Application
  - 10.6.3 South Africa Social Media Analytics Market by Analytics Type
  - 10.6.4 South Africa Social Media Analytics Market by Organization Size
  - 10.6.5 South Africa Social Media Analytics Market by Deployment Type
  - 10.6.6 South Africa Social Media Analytics Market by Vertical
- 10.7 Nigeria Social Media Analytics Market
  - 10.7.1 Nigeria Social Media Analytics Market by Component Type
    - 10.7.1.1 Nigeria Social Media Analytics Market by Services Type
  - 10.7.2 Nigeria Social Media Analytics Market by Application
  - 10.7.3 Nigeria Social Media Analytics Market by Analytics Type
  - 10.7.4 Nigeria Social Media Analytics Market by Organization Size
  - 10.7.5 Nigeria Social Media Analytics Market by Deployment Type
  - 10.7.6 Nigeria Social Media Analytics Market by Vertical
- 10.8 Rest of LAMEA Social Media Analytics Market
  - 10.8.1 Rest of LAMEA Social Media Analytics Market by Component Type
    - 10.8.1.1 Rest of LAMEA Social Media Analytics Market by Services Type
  - 10.8.2 Rest of LAMEA Social Media Analytics Market by Application
  - 10.8.3 Rest of LAMEA Social Media Analytics Market by Analytics Type
  - 10.8.4 Rest of LAMEA Social Media Analytics Market by Organization Size
  - 10.8.5 Rest of LAMEA Social Media Analytics Market by Deployment Type
  - 10.8.6 Rest of LAMEA Social Media Analytics Market by Vertical

## **CHAPTER 11. COMPETITIVE STUDY**

- 11.1 KBV Cardinal Matrix
- 11.2 Recent Industry Wide Strategic Developments
  - 11.2.1 Product Launches
  - 11.2.2 Mergers and Acquisitions
  - 11.2.3 Partnerships, Collaborations and Agreements

## **CHAPTER 12. COMPANY PROFILES**

- 12.1 Oracle Corporation
  - 12.1.1 Company Overview
  - 12.1.2 Financial Analysis
  - 12.1.3 Segmental and Regional Analysis
  - 12.1.4 Research & Development Expense
  - 12.1.5 Strategies at a Glance
    - 12.1.5.1 Product Launch
- 12.2 Adobe Systems Inc.
  - 12.2.1 Company Overview
  - 12.2.2 Financial Analysis
  - 12.2.3 Segmental and Regional Analysis
  - 12.2.4 Research & Development Expense
  - 12.2.5 Strategies at a Glance
    - 12.2.5.1 Product Launch
    - 12.2.5.2 Mergers & Acquisitions
    - 12.2.5.3 Partnerships, Collaborations and Agreements
- 12.3 IBM Corporation
  - 12.3.1 Company Overview
  - 12.3.2 Financial Analysis
  - 12.3.3 Segmental and Regional Analysis
  - 12.3.4 Research & Development Expense
  - 12.3.5 Strategies at a Glance
    - 12.3.5.1 Product Launch
    - 12.3.5.2 Partnerships, Collaborations and Agreements
- 12.4 SAP SE
  - 12.4.1 Company Overview
  - 12.4.2 Financial Analysis
  - 12.4.3 Segmental and Regional Analysis
  - 12.4.4 Research & Development Expense
  - 12.4.5 Strategies at a Glance



- 12.4.5.1 Partnerships, Collaborations and Agreements
- 12.5 SAS Institute, Inc.
  - 12.5.1 Company Overview
  - 12.5.2 Financial Analysis
  - 12.5.3 Regional Analysis
- 12.6 NetBase Solutions, Inc.
  - 12.6.1 Company Overview
  - 12.6.2 Strategies at a Glance
    - 12.6.2.1 Product Launch
    - 12.6.2.2 Partnerships, Collaborations and Agreements
- 12.7 Hootsuite Media, Inc.
  - 12.7.1 Company Overview
  - 12.7.2 Strategies at a Glance
    - 12.7.2.1 Partnerships, Collaborations and Agreements
    - 12.7.2.2 Mergers & Acquisitions
- 12.8 Tableau Software, Inc.
  - 12.8.1 Company Overview
  - 12.8.2 Financial Analysis
  - 12.8.3 Regional Analysis
  - 12.8.4 Research & Development Expense
- 12.9 Crimson Hexagon
  - 12.9.1 Company Overview
  - 12.9.2 Strategies at a Glance
    - 12.9.2.1 Partnerships, Collaborations and Agreements
    - 12.9.2.2 Product Launch
- 12.1 Salesforce.com, Inc.
  - 12.10.1 Company Overview
  - 12.10.2 Financial Analysis
  - 12.10.3 Regional Analysis
  - 12.10.4 Research & Development Expense



## List Of Tables

### LIST OF TABLES

Table 1 LAMEA SOCIAL MEDIA ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 2 LAMEA SOCIAL MEDIA ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 3 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT, 2013 - 2016, USD MILLION

Table 4 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT, 2017 - 2023, USD MILLION

Table 5 LAMEA SOCIAL MEDIA ANALYTICS SOFTWARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 6 LAMEA SOCIAL MEDIA ANALYTICS SOFTWARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 7 LAMEA SOCIAL MEDIA ANALYTICS SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 8 LAMEA SOCIAL MEDIA ANALYTICS SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 9 LAMEA SOCIAL MEDIA ANALYTICS SERVICES MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 10 LAMEA SOCIAL MEDIA ANALYTICS SERVICES MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 11 LAMEA SOCIAL MEDIA ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 12 LAMEA SOCIAL MEDIA ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 13 LAMEA SOCIAL MEDIA ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 14 LAMEA SOCIAL MEDIA ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 15 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 16 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 17 LAMEA SALES & MARKETING SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 18 LAMEA SALES & MARKETING SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 19 LAMEA CUSTOMER EXPERIENCE MANAGEMENT SOCIAL MEDIA

ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 20 LAMEA CUSTOMER EXPERIENCE MANAGEMENT SOCIAL MEDIA

ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 21 LAMEA RISK MANAGEMENT & FRAUD DETECTION SOCIAL MEDIA

ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 22 LAMEA RISK MANAGEMENT & FRAUD DETECTION SOCIAL MEDIA

ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 23 LAMEA COMPETITIVE INTELLIGENCE SOCIAL MEDIA ANALYTICS

MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 24 LAMEA COMPETITIVE INTELLIGENCE SOCIAL MEDIA ANALYTICS

MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 25 LAMEA OTHERS SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY,  
2013 - 2016, USD MILLION

Table 26 LAMEA OTHERS SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY,  
2017 - 2023, USD MILLION

Table 27 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2013 -  
2016, USD MILLION

Table 28 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2017 -  
2023, USD MILLION

Table 29 LAMEA PREDICTIVE ANALYTICS SOCIAL MEDIA ANALYTICS MARKET BY  
COUNTRY, 2013 - 2016, USD MILLION

Table 30 LAMEA PREDICTIVE ANALYTICS SOCIAL MEDIA ANALYTICS MARKET BY  
COUNTRY, 2017 - 2023, USD MILLION

Table 31 LAMEA PRESCRIPTIVE ANALYTICS SOCIAL MEDIA ANALYTICS MARKET  
BY COUNTRY, 2013 - 2016, USD MILLION

Table 32 LAMEA PRESCRIPTIVE ANALYTICS SOCIAL MEDIA ANALYTICS MARKET  
BY COUNTRY, 2017 - 2023, USD MILLION

Table 33 LAMEA DESCRIPTIVE ANALYTICS SOCIAL MEDIA ANALYTICS MARKET  
BY COUNTRY, 2013 - 2016, USD MILLION

Table 34 LAMEA DESCRIPTIVE ANALYTICS SOCIAL MEDIA ANALYTICS MARKET  
BY COUNTRY, 2017 - 2023, USD MILLION

Table 35 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE,  
2013 - 2016, USD MILLION

Table 36 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE,  
2017 - 2023, USD MILLION

Table 37 LAMEA SMALL & MEDIUM ENTERPRISES SOCIAL MEDIA ANALYTICS  
MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 38 LAMEA SMALL & MEDIUM ENTERPRISES SOCIAL MEDIA ANALYTICS  
MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 39 LAMEA LARGE ENTERPRISES SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 40 LAMEA LARGE ENTERPRISES SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 41 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 42 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 43 LAMEA ON DEMAND SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 44 LAMEA ON DEMAND SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 45 LAMEA ON PREMISE SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 46 LAMEA ON PREMISE SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 47 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 48 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 49 LAMEA SOCIAL MEDIA ANALYTICS IN RETAIL & ECOMMERCE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 50 LAMEA SOCIAL MEDIA ANALYTICS IN RETAIL & ECOMMERCE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 51 LAMEA SOCIAL MEDIA ANALYTICS IN TRAVEL & HOSPITALITY MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 52 LAMEA SOCIAL MEDIA ANALYTICS IN TRAVEL & HOSPITALITY MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 53 LAMEA SOCIAL MEDIA ANALYTICS IN GOVERNMENT & DEFENSE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 54 LAMEA SOCIAL MEDIA ANALYTICS IN GOVERNMENT & DEFENSE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 55 LAMEA SOCIAL MEDIA ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 56 LAMEA SOCIAL MEDIA ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 57 LAMEA SOCIAL MEDIA ANALYTICS IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 58 LAMEA SOCIAL MEDIA ANALYTICS IN MEDIA & ENTERTAINMENT

MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 59 LAMEA SOCIAL MEDIA ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 60 LAMEA SOCIAL MEDIA ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 61 LAMEA SOCIAL MEDIA ANALYTICS IN HEALTHCARE & LIFE SCIENCES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 62 LAMEA SOCIAL MEDIA ANALYTICS IN HEALTHCARE & LIFE SCIENCES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 63 LAMEA SOCIAL MEDIA ANALYTICS IN BFSI MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 64 LAMEA SOCIAL MEDIA ANALYTICS IN BFSI MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 65 LAMEA SOCIAL MEDIA ANALYTICS IN OTHER VERTICAL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 66 LAMEA SOCIAL MEDIA ANALYTICS IN OTHER VERTICAL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 67 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 68 LAMEA SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 69 BRAZIL SOCIAL MEDIA ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 70 BRAZIL SOCIAL MEDIA ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 71 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 72 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 73 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 74 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 75 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 76 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 77 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2013 - 2016, USD MILLION

Table 78 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2017 - 2023, USD MILLION

Table 79 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 80 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 81 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 82 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 83 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 84 BRAZIL SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 85 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 86 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 87 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 88 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 89 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 90 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 91 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 92 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 93 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2013 - 2016, USD MILLION

Table 94 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2017 - 2023, USD MILLION

Table 95 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 96 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 97 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 98 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT

TYPE, 2017 - 2023, USD MILLION

Table 99 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 100 ARGENTINA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 101 UAE SOCIAL MEDIA ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 102 UAE SOCIAL MEDIA ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 103 UAE SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 104 UAE SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 105 UAE SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 106 UAE SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 107 UAE SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 108 UAE SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 109 UAE SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2013 - 2016, USD MILLION

Table 110 UAE SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2017 - 2023, USD MILLION

Table 111 UAE SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 112 UAE SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 113 UAE SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 114 UAE SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 115 UAE SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 116 UAE SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 117 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 118 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET, 2017 - 2023, USD MILLION



Table 119 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 120 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 121 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 122 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 123 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 124 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 125 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2013 - 2016, USD MILLION

Table 126 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2017 - 2023, USD MILLION

Table 127 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 128 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 129 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 130 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 131 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 132 SAUDI ARABIA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 133 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 134 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 135 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 136 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 137 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 138 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES



TYPE, 2017 - 2023, USD MILLION

Table 139 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 140 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 141 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2013 - 2016, USD MILLION

Table 142 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2017 - 2023, USD MILLION

Table 143 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 144 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 145 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 146 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 147 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 148 SOUTH AFRICA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 149 NIGERIA SOCIAL MEDIA ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 150 NIGERIA SOCIAL MEDIA ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 151 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 152 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 153 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 154 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 155 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 156 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 157 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2013 - 2016, USD MILLION

Table 158 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2017 - 2023, USD MILLION

Table 159 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 160 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 161 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 162 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 163 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 164 NIGERIA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 165 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 166 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 167 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 168 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 169 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 170 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 171 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 172 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 173 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ANALYTICS TYPE, 2013 - 2016, USD MILLION

Table 174 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 175 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 176 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 177 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY

DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 178 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY  
DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 179 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL,  
2013 - 2016, USD MILLION

Table 180 REST OF LAMEA SOCIAL MEDIA ANALYTICS MARKET BY VERTICAL,  
2017 - 2023, USD MILLION

Table 181 PRODUCT LAUNCHES – SOCIAL MEDIA ANALYTICS MARKET

Table 182 MERGERS AND ACQUISITIONS– SOCIAL MEDIA ANALYTICS MARKET

Table 183 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– SOCIAL  
MEDIA ANALYTICS MARKET

Table 184 KEY INFORMATION – ORACLE CORPORATION

Table 185 KEY INFORMATION – ADOBE SYSTEMS INC.

Table 186 KEY INFORMATION – IBM CORPORATION

Table 187 KEY INFORMATION – SAP SE

Table 188 KEY INFORMATION – SAS INSTITUTE, INC.

Table 189 KEY INFORMATION – NETBASE SOLUTIONS, INC.

Table 190 KEY INFORMATION – HOOTSUITE MEDIA, INC.

Table 191 KEY INFORMATION – TABLEAU SOFTWARE, INC.

Table 192 KEY INFORMATION – CRIMSON HEXAGON

Table 193 KEY INFORMATION – SALESFORCE.COM, INC.

## List Of Figures

### LIST OF FIGURES

- Fig 1 MARKET BY COMPONENT
- Fig 2 MARKET BY APPLICATIONS
- Fig 3 MARKET BY DEPLOYMENT MODEL
- Fig 4 MARKET BY ORGANIZATION SIZE
- Fig 5 MARKET BY ANALYTICS TYPE
- Fig 6 MARKET BY VERTICALS
- Fig 7 MARKET BY COUNTRY
- Fig 8 KBV CARDINAL MATRIX

## I would like to order

Product name: Latin America, Middle East & Africa Social Media Analytics Market (2017 - 2023)

Product link: <https://marketpublishers.com/r/LADA46EF53EEN.html>

Price: US\$ 1,500.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LADA46EF53EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970