

# 2018-2023 Global Social Business Intelligence Market Report (Status and Outlook)

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Social Business Intelligence market for 2018-2023.

Social business intelligence uses data from social media and analyzes the data using big data analytics to obtain important business insights on the market. It is also used to know the market reputation for products. It unifies several business tools such as business intelligence, knowledge management, social networking, project management, collaboration, social media monitoring, and analytics to give a new interface for organizations to understand their business environment more thoroughly. It provides reliable data and aids enterprises to connect with new customers and resolve operational conflicts in a faster and better way than traditional business intelligence does.

The industry is a high-technology and high-profit industry, the research team maintain a very optimistic attitude. It is suggested that the new enterprises to enter the field.

We tend to believe this industry now is close to mature, and the consumption increasing degree will show a smooth curve. On product prices, the slow downward trend in recent years will maintain in the future, as competition intensifies, prices gap between different brands will go narrowing. Similarly, there will be fluctuation in gross margin.

Over the next five years, LPI(LP Information) projects that Social Business Intelligence will register a 27.7% CAGR in terms of revenue, reach US\$ 5660 million by 2023, from US\$ 1310 million in 2017.

This report presents a comprehensive overview, market shares and growth

opportunities of Social Business Intelligence market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

On-premises

Cloud

Segmentation by application:

SMEs

Large Enterprises

Government Organizations

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this

report:

IBM

Oracle

SAP

SAS Institute

Adobe Systems

Attensity Group

Beevolve

Clarabridge

Crimson Hexagon

Evolve24

Google

HP

Kapow Software/ Kofax

Lithium Technologies

NetBase Solutions

Radian6/Salesforce

Sysomos

Cision

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

### Research objectives

To study and analyze the global Social Business Intelligence market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Social Business Intelligence market by identifying its various subsegments.

Focuses on the key global Social Business Intelligence players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Social Business Intelligence with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Social Business Intelligence submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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