

Global Brand Tracking Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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The global Brand Tracking Software market size is projected to grow from US\$ 200.5 million in 2023 to US\$ 272.2 million in 2030; it is expected to grow at a CAGR of 4.5% from 2024 to 2030.

LPI (LP Information)' newest research report, the “Brand Tracking Software Industry Forecast” looks at past sales and reviews total world Brand Tracking Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Brand Tracking Software sales for 2024 through 2030. With Brand Tracking Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Brand Tracking Software industry.

This Insight Report provides a comprehensive analysis of the global Brand Tracking Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Brand Tracking Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Brand Tracking Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Brand Tracking Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced

view of the current state and future trajectory in the global Brand Tracking Software.

Server is an important driver of this industry. According to IDC, the global server market is estimated at US\$110 billion in 2022. The top five players hold a share about 45 percent. In 2022, server industry sales growth in the US was about 30%, while in China it will be about 10.5%. Given the high willingness of Internet giants in China and the US to invest in cloud services and AIGCs, the server market in China and the US is likely to continue to grow faster than the global average in the coming years.

This report presents a comprehensive overview, market shares, and growth opportunities of Brand Tracking Software market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud-based Software

Local-based Software

Segmentation by application

Fashion & Luxury

Banking, Financial Services and Insurance (BFSI)

Food & Beverage

Consumer Electronics

E-commerce

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Adobe

Agrivi

Attest

Awario

Brandwatch

Brella

Insightly

Kantar

Latana

Marketo

Microsoft

Momentive

Pipedrive

Salesforce.com, Inc.

Service Management Group

SurveyMonkey

Oracle

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