

Global Competitive Analysis Tools Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Competitive Analysis Tools market size is predicted to grow from US\$ 5001 million in 2025 to US\$ 12345 million in 2032; it is expected to grow at a CAGR of 14.1% from 2026 to 2032.

Competitive analysis tools are software platforms designed to collect, analyze, and visualize data related to competitors' performance, strategies, and market positioning across digital channels and industries. These tools typically provide insights into website traffic, SEO/SEM performance, keyword rankings, advertising strategies, pricing intelligence, product positioning, and social media engagement. Many platforms leverage big data analytics, web scraping, and AI-driven insights to deliver actionable intelligence for marketing, product, and strategy teams. From a value chain perspective, upstream includes data sources such as web traffic data, search engines, social media platforms, and third-party datasets; midstream involves data aggregation, analytics engines, AI modeling, and SaaS platform development; downstream demand comes from enterprises, marketing agencies, e-commerce businesses, and consulting firms. The industry maintains gross margins of 58%-78%, supported by recurring subscription models, data network effects, and high customer retention.

Competitive analysis tools are rapidly evolving from standalone SEO or traffic analysis solutions into integrated market intelligence platforms. The incorporation of AI-driven insights, automated competitor tracking, and cross-channel data integration is significantly enhancing decision-making efficiency. Vendors that can combine multi-source data with actionable insights and workflow integration are gaining a competitive edge.

LPI (LP Information)' newest research report, the 'Competitive Analysis Tools Industry

Forecast? looks at past sales and reviews total world Competitive Analysis Tools sales in 2025, providing a comprehensive analysis by region and market sector of projected Competitive Analysis Tools sales for 2026 through 2032. With Competitive Analysis Tools sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Competitive Analysis Tools industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Competitive Analysis Tools 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 Competitive Analysis Tools.

This report presents a comprehensive overview, market shares, and growth opportunities of Competitive Analysis Tools market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-based

On-premises

Segmentation by Function:

SEO Analysis Tools

Advertising Intelligence

Pricing Intelligence

Social Media Monitoring

Segmentation by Data Source:

Web Traffic Data

Search Engine Data

Social Media Data

E-commerce Data

Segmentation by Application:

Small and Medium Enterprises (SMEs)

Large Enterprises

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.

Similarweb

SEMrush

Ahrefs

SpyFu

Moz

BuzzSumo

Crayon

Kompyte (Semrush)

Sprout Social

Brandwatch

Meltwater

Quantcast

Alibaba DataBank

Baidu Index

Tencent Marketing Insight

GrowingIO

Sensors Data

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Competitive Analysis Tools Market Size (2021-2032)
 - 2.1.2 Competitive Analysis Tools Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Competitive Analysis Tools by Country/Region (2021, 2025 & 2032)
- 2.2 Competitive Analysis Tools Segment by Type
 - 2.2.1 Cloud-based
 - 2.2.2 On-premises
 - 2.2.3 Competitive Analysis Tools Market Size by Type
 - 2.2.3.1 Competitive Analysis Tools Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Competitive Analysis Tools Market Size Market Share by Type (2021-2026)
- 2.3 Competitive Analysis Tools Segment by Function
 - 2.3.1 SEO Analysis Tools
 - 2.3.2 Advertising Intelligence
 - 2.3.3 Pricing Intelligence
 - 2.3.4 Social Media Monitoring
 - 2.3.5 Competitive Analysis Tools Market Size by Function
 - 2.3.5.1 Competitive Analysis Tools Market Size CAGR by Function (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Competitive Analysis Tools Market Size Market Share by Function (2021-2026)

2.4 Competitive Analysis Tools Segment by Data Source

2.4.1 Web Traffic Data

2.4.2 Search Engine Data

2.4.3 Social Media Data

2.4.4 E-commerce Data

2.4.5 Competitive Analysis Tools Market Size by Data Source

2.4.5.1 Competitive Analysis Tools Market Size CAGR by Data Source (2021 VS 2025 VS 2032)

2.4.5.2 Global Competitive Analysis Tools Market Size Market Share by Data Source (2021-2026)

2.5 Competitive Analysis Tools Segment by Application

2.5.1 Small and Medium Enterprises (SMEs)

2.5.2 Large Enterprises

2.5.3 Competitive Analysis Tools Market Size by Application

2.5.3.1 Competitive Analysis Tools Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.3.2 Global Competitive Analysis Tools Market Size Market Share by Application (2021-2026)

3 COMPETITIVE ANALYSIS TOOLS MARKET SIZE BY PLAYER

3.1 Competitive Analysis Tools Market Size Market Share by Player

3.1.1 Global Competitive Analysis Tools Revenue by Player (2021-2026)

3.1.2 Global Competitive Analysis Tools Revenue Market Share by Player (2021-2026)

3.2 Global Competitive Analysis Tools Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 COMPETITIVE ANALYSIS TOOLS BY REGION

4.1 Competitive Analysis Tools Market Size by Region (2021-2026)

4.2 Global Competitive Analysis Tools Annual Revenue by Country/Region (2021-2026)

4.3 Americas Competitive Analysis Tools Market Size Growth (2021-2026)

4.4 APAC Competitive Analysis Tools Market Size Growth (2021-2026)

4.5 Europe Competitive Analysis Tools Market Size Growth (2021-2026)

4.6 Middle East & Africa Competitive Analysis Tools Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas Competitive Analysis Tools Market Size by Country (2021-2026)
- 5.2 Americas Competitive Analysis Tools Market Size by Type (2021-2026)
- 5.3 Americas Competitive Analysis Tools Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Competitive Analysis Tools Market Size by Region (2021-2026)
- 6.2 APAC Competitive Analysis Tools Market Size by Type (2021-2026)
- 6.3 APAC Competitive Analysis Tools Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Competitive Analysis Tools Market Size by Country (2021-2026)
- 7.2 Europe Competitive Analysis Tools Market Size by Type (2021-2026)
- 7.3 Europe Competitive Analysis Tools Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Competitive Analysis Tools by Region (2021-2026)
- 8.2 Middle East & Africa Competitive Analysis Tools Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Competitive Analysis Tools Market Size by Application

(2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL COMPETITIVE ANALYSIS TOOLS MARKET FORECAST

10.1 Global Competitive Analysis Tools Forecast by Region (2027-2032)

10.1.1 Global Competitive Analysis Tools Forecast by Region (2027-2032)

10.1.2 Americas Competitive Analysis Tools Forecast

10.1.3 APAC Competitive Analysis Tools Forecast

10.1.4 Europe Competitive Analysis Tools Forecast

10.1.5 Middle East & Africa Competitive Analysis Tools Forecast

10.2 Americas Competitive Analysis Tools Forecast by Country (2027-2032)

10.2.1 United States Market Competitive Analysis Tools Forecast

10.2.2 Canada Market Competitive Analysis Tools Forecast

10.2.3 Mexico Market Competitive Analysis Tools Forecast

10.2.4 Brazil Market Competitive Analysis Tools Forecast

10.3 APAC Competitive Analysis Tools Forecast by Region (2027-2032)

10.3.1 China Competitive Analysis Tools Market Forecast

10.3.2 Japan Market Competitive Analysis Tools Forecast

10.3.3 Korea Market Competitive Analysis Tools Forecast

10.3.4 Southeast Asia Market Competitive Analysis Tools Forecast

10.3.5 India Market Competitive Analysis Tools Forecast

10.3.6 Australia Market Competitive Analysis Tools Forecast

10.4 Europe Competitive Analysis Tools Forecast by Country (2027-2032)

10.4.1 Germany Market Competitive Analysis Tools Forecast

10.4.2 France Market Competitive Analysis Tools Forecast

10.4.3 UK Market Competitive Analysis Tools Forecast

10.4.4 Italy Market Competitive Analysis Tools Forecast

10.4.5 Russia Market Competitive Analysis Tools Forecast

10.5 Middle East & Africa Competitive Analysis Tools Forecast by Region (2027-2032)

10.5.1 Egypt Market Competitive Analysis Tools Forecast

10.5.2 South Africa Market Competitive Analysis Tools Forecast

10.5.3 Israel Market Competitive Analysis Tools Forecast

10.5.4 Turkey Market Competitive Analysis Tools Forecast

10.6 Global Competitive Analysis Tools Forecast by Type (2027-2032)

10.7 Global Competitive Analysis Tools Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Competitive Analysis Tools Forecast

11 KEY PLAYERS ANALYSIS

11.1 Similarweb

11.1.1 Similarweb Company Information

11.1.2 Similarweb Competitive Analysis Tools Product Offered

11.1.3 Similarweb Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Similarweb Main Business Overview

11.1.5 Similarweb Latest Developments

11.2 SEMrush

11.2.1 SEMrush Company Information

11.2.2 SEMrush Competitive Analysis Tools Product Offered

11.2.3 SEMrush Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 SEMrush Main Business Overview

11.2.5 SEMrush Latest Developments

11.3 Ahrefs

11.3.1 Ahrefs Company Information

11.3.2 Ahrefs Competitive Analysis Tools Product Offered

11.3.3 Ahrefs Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Ahrefs Main Business Overview

11.3.5 Ahrefs Latest Developments

11.4 SpyFu

11.4.1 SpyFu Company Information

11.4.2 SpyFu Competitive Analysis Tools Product Offered

11.4.3 SpyFu Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 SpyFu Main Business Overview

11.4.5 SpyFu Latest Developments

11.5 Moz

11.5.1 Moz Company Information

11.5.2 Moz Competitive Analysis Tools Product Offered

11.5.3 Moz Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 Moz Main Business Overview

11.5.5 Moz Latest Developments

11.6 BuzzSumo

11.6.1 BuzzSumo Company Information

11.6.2 BuzzSumo Competitive Analysis Tools Product Offered

11.6.3 BuzzSumo Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 BuzzSumo Main Business Overview

11.6.5 BuzzSumo Latest Developments

11.7 Crayon

11.7.1 Crayon Company Information

11.7.2 Crayon Competitive Analysis Tools Product Offered

11.7.3 Crayon Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 Crayon Main Business Overview

11.7.5 Crayon Latest Developments

11.8 Kompyte (Semrush)

11.8.1 Kompyte (Semrush) Company Information

11.8.2 Kompyte (Semrush) Competitive Analysis Tools Product Offered

11.8.3 Kompyte (Semrush) Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Kompyte (Semrush) Main Business Overview

11.8.5 Kompyte (Semrush) Latest Developments

11.9 Sprout Social

11.9.1 Sprout Social Company Information

11.9.2 Sprout Social Competitive Analysis Tools Product Offered

11.9.3 Sprout Social Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 Sprout Social Main Business Overview

11.9.5 Sprout Social Latest Developments

11.10 Brandwatch

11.10.1 Brandwatch Company Information

11.10.2 Brandwatch Competitive Analysis Tools Product Offered

11.10.3 Brandwatch Competitive Analysis Tools Revenue, Gross Margin and Market

Share (2021-2026)

11.10.4 Brandwatch Main Business Overview

11.10.5 Brandwatch Latest Developments

11.11 Meltwater

11.11.1 Meltwater Company Information

11.11.2 Meltwater Competitive Analysis Tools Product Offered

11.11.3 Meltwater Competitive Analysis Tools Revenue, Gross Margin and Market

Share (2021-2026)

11.11.4 Meltwater Main Business Overview

11.11.5 Meltwater Latest Developments

11.12 Quantcast

11.12.1 Quantcast Company Information

11.12.2 Quantcast Competitive Analysis Tools Product Offered

11.12.3 Quantcast Competitive Analysis Tools Revenue, Gross Margin and Market

Share (2021-2026)

11.12.4 Quantcast Main Business Overview

11.12.5 Quantcast Latest Developments

11.13 Alibaba DataBank

11.13.1 Alibaba DataBank Company Information

11.13.2 Alibaba DataBank Competitive Analysis Tools Product Offered

11.13.3 Alibaba DataBank Competitive Analysis Tools Revenue, Gross Margin and

Market Share (2021-2026)

11.13.4 Alibaba DataBank Main Business Overview

11.13.5 Alibaba DataBank Latest Developments

11.14 Baidu Index

11.14.1 Baidu Index Company Information

11.14.2 Baidu Index Competitive Analysis Tools Product Offered

11.14.3 Baidu Index Competitive Analysis Tools Revenue, Gross Margin and Market

Share (2021-2026)

11.14.4 Baidu Index Main Business Overview

11.14.5 Baidu Index Latest Developments

11.15 Tencent Marketing Insight

11.15.1 Tencent Marketing Insight Company Information

11.15.2 Tencent Marketing Insight Competitive Analysis Tools Product Offered

11.15.3 Tencent Marketing Insight Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)

11.15.4 Tencent Marketing Insight Main Business Overview

11.15.5 Tencent Marketing Insight Latest Developments

11.16 GrowingIO

- 11.16.1 GrowingIO Company Information
- 11.16.2 GrowingIO Competitive Analysis Tools Product Offered
- 11.16.3 GrowingIO Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)
- 11.16.4 GrowingIO Main Business Overview
- 11.16.5 GrowingIO Latest Developments
- 11.17 Sensors Data
 - 11.17.1 Sensors Data Company Information
 - 11.17.2 Sensors Data Competitive Analysis Tools Product Offered
 - 11.17.3 Sensors Data Competitive Analysis Tools Revenue, Gross Margin and Market Share (2021-2026)
 - 11.17.4 Sensors Data Main Business Overview
 - 11.17.5 Sensors Data Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Competitive Analysis Tools Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Competitive Analysis Tools Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Cloud-based

Table 4. Major Players of On-premises

Table 5. Competitive Analysis Tools Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Competitive Analysis Tools Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Competitive Analysis Tools Market Size Market Share by Type (2021-2026)

Table 8. Major Players of SEO Analysis Tools

Table 9. Major Players of Advertising Intelligence

Table 10. Major Players of Pricing Intelligence

Table 11. Major Players of Social Media Monitoring

Table 12. Competitive Analysis Tools Market Size CAGR by Function (2021 VS 2025 VS 2032) & (\$ millions)

Table 13. Global Competitive Analysis Tools Market Size by Function (2021-2026) & (\$ millions)

Table 14. Global Competitive Analysis Tools Market Size Market Share by Function (2021-2026)

Table 15. Major Players of Web Traffic Data

Table 16. Major Players of Search Engine Data

Table 17. Major Players of Social Media Data

Table 18. Major Players of E-commerce Data

Table 19. Competitive Analysis Tools Market Size CAGR by Data Source (2021 VS 2025 VS 2032) & (\$ millions)

Table 20. Global Competitive Analysis Tools Market Size by Data Source (2021-2026) & (\$ millions)

Table 21. Global Competitive Analysis Tools Market Size Market Share by Data Source (2021-2026)

Table 22. Competitive Analysis Tools Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 23. Global Competitive Analysis Tools Market Size by Application (2021-2026) &

(\$ millions)

Table 24. Global Competitive Analysis Tools Market Size Market Share by Application (2021-2026)

Table 25. Global Competitive Analysis Tools Revenue by Player (2021-2026) & (\$ millions)

Table 26. Global Competitive Analysis Tools Revenue Market Share by Player (2021-2026)

Table 27. Competitive Analysis Tools Key Players Head office and Products Offered

Table 28. Competitive Analysis Tools Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 29. New Products and Potential Entrants

Table 30. Mergers & Acquisitions, Expansion

Table 31. Global Competitive Analysis Tools Market Size by Region (2021-2026) & (\$ millions)

Table 32. Global Competitive Analysis Tools Market Size Market Share by Region (2021-2026)

Table 33. Global Competitive Analysis Tools Revenue by Country/Region (2021-2026) & (\$ millions)

Table 34. Global Competitive Analysis Tools Revenue Market Share by Country/Region (2021-2026)

Table 35. Americas Competitive Analysis Tools Market Size by Country (2021-2026) & (\$ millions)

Table 36. Americas Competitive Analysis Tools Market Size Market Share by Country (2021-2026)

Table 37. Americas Competitive Analysis Tools Market Size by Type (2021-2026) & (\$ millions)

Table 38. Americas Competitive Analysis Tools Market Size Market Share by Type (2021-2026)

Table 39. Americas Competitive Analysis Tools Market Size by Application (2021-2026) & (\$ millions)

Table 40. Americas Competitive Analysis Tools Market Size Market Share by Application (2021-2026)

Table 41. APAC Competitive Analysis Tools Market Size by Region (2021-2026) & (\$ millions)

Table 42. APAC Competitive Analysis Tools Market Size Market Share by Region (2021-2026)

Table 43. APAC Competitive Analysis Tools Market Size by Type (2021-2026) & (\$ millions)

Table 44. APAC Competitive Analysis Tools Market Size by Application (2021-2026) &

(\$ millions)

Table 45. Europe Competitive Analysis Tools Market Size by Country (2021-2026) & (\$ millions)

Table 46. Europe Competitive Analysis Tools Market Size Market Share by Country (2021-2026)

Table 47. Europe Competitive Analysis Tools Market Size by Type (2021-2026) & (\$ millions)

Table 48. Europe Competitive Analysis Tools Market Size by Application (2021-2026) & (\$ millions)

Table 49. Middle East & Africa Competitive Analysis Tools Market Size by Region (2021-2026) & (\$ millions)

Table 50. Middle East & Africa Competitive Analysis Tools Market Size by Type (2021-2026) & (\$ millions)

Table 51. Middle East & Africa Competitive Analysis Tools Market Size by Application (2021-2026) & (\$ millions)

Table 52. Key Market Drivers & Growth Opportunities of Competitive Analysis Tools

Table 53. Key Market Challenges & Risks of Competitive Analysis Tools

Table 54. Key Industry Trends of Competitive Analysis Tools

Table 55. Global Competitive Analysis Tools Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 56. Global Competitive Analysis Tools Market Size Market Share Forecast by Region (2027-2032)

Table 57. Global Competitive Analysis Tools Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 58. Global Competitive Analysis Tools Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 59. Similarweb Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 60. Similarweb Competitive Analysis Tools Product Offered

Table 61. Similarweb Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 62. Similarweb Main Business

Table 63. Similarweb Latest Developments

Table 64. SEMrush Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 65. SEMrush Competitive Analysis Tools Product Offered

Table 66. SEMrush Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 67. SEMrush Main Business

Table 68. SEMrush Latest Developments

Table 69. Ahrefs Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 70. Ahrefs Competitive Analysis Tools Product Offered

Table 71. Ahrefs Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 72. Ahrefs Main Business

Table 73. Ahrefs Latest Developments

Table 74. SpyFu Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 75. SpyFu Competitive Analysis Tools Product Offered

Table 76. SpyFu Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 77. SpyFu Main Business

Table 78. SpyFu Latest Developments

Table 79. Moz Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 80. Moz Competitive Analysis Tools Product Offered

Table 81. Moz Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 82. Moz Main Business

Table 83. Moz Latest Developments

Table 84. BuzzSumo Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 85. BuzzSumo Competitive Analysis Tools Product Offered

Table 86. BuzzSumo Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 87. BuzzSumo Main Business

Table 88. BuzzSumo Latest Developments

Table 89. Crayon Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 90. Crayon Competitive Analysis Tools Product Offered

Table 91. Crayon Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 92. Crayon Main Business

Table 93. Crayon Latest Developments

Table 94. Kompyte (Semrush) Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 95. Kompyte (Semrush) Competitive Analysis Tools Product Offered

Table 96. Kompyte (Semrush) Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 97. Kompyte (Semrush) Main Business

Table 98. Kompyte (Semrush) Latest Developments

Table 99. Sprout Social Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 100. Sprout Social Competitive Analysis Tools Product Offered

Table 101. Sprout Social Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 102. Sprout Social Main Business

Table 103. Sprout Social Latest Developments

Table 104. Brandwatch Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 105. Brandwatch Competitive Analysis Tools Product Offered

Table 106. Brandwatch Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 107. Brandwatch Main Business

Table 108. Brandwatch Latest Developments

Table 109. Meltwater Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 110. Meltwater Competitive Analysis Tools Product Offered

Table 111. Meltwater Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 112. Meltwater Main Business

Table 113. Meltwater Latest Developments

Table 114. Quantcast Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 115. Quantcast Competitive Analysis Tools Product Offered

Table 116. Quantcast Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 117. Quantcast Main Business

Table 118. Quantcast Latest Developments

Table 119. Alibaba DataBank Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 120. Alibaba DataBank Competitive Analysis Tools Product Offered

Table 121. Alibaba DataBank Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 122. Alibaba DataBank Main Business

Table 123. Alibaba DataBank Latest Developments

Table 124. Baidu Index Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 125. Baidu Index Competitive Analysis Tools Product Offered

Table 126. Baidu Index Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 127. Baidu Index Main Business

Table 128. Baidu Index Latest Developments

Table 129. Tencent Marketing Insight Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 130. Tencent Marketing Insight Competitive Analysis Tools Product Offered

Table 131. Tencent Marketing Insight Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 132. Tencent Marketing Insight Main Business

Table 133. Tencent Marketing Insight Latest Developments

Table 134. GrowingIO Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 135. GrowingIO Competitive Analysis Tools Product Offered

Table 136. GrowingIO Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 137. GrowingIO Main Business

Table 138. GrowingIO Latest Developments

Table 139. Sensors Data Details, Company Type, Competitive Analysis Tools Area Served and Its Competitors

Table 140. Sensors Data Competitive Analysis Tools Product Offered

Table 141. Sensors Data Competitive Analysis Tools Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 142. Sensors Data Main Business

Table 143. Sensors Data Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Competitive Analysis Tools Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Competitive Analysis Tools Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Competitive Analysis Tools Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Competitive Analysis Tools Sales Market Share by Country/Region (2025)

Figure 8. Competitive Analysis Tools Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Competitive Analysis Tools Market Size Market Share by Type in 2025

Figure 10. Global Competitive Analysis Tools Market Size Market Share by Function in 2025

Figure 11. Global Competitive Analysis Tools Market Size Market Share by Data Source in 2025

Figure 12. Competitive Analysis Tools in Small and Medium Enterprises (SMEs)

Figure 13. Global Competitive Analysis Tools Market: Small and Medium Enterprises (SMEs) (2021-2026) & (\$ millions)

Figure 14. Competitive Analysis Tools in Large Enterprises

Figure 15. Global Competitive Analysis Tools Market: Large Enterprises (2021-2026) & (\$ millions)

Figure 16. Global Competitive Analysis Tools Market Size Market Share by Application in 2025

Figure 17. Global Competitive Analysis Tools Revenue Market Share by Player in 2025

Figure 18. Global Competitive Analysis Tools Market Size Market Share by Region (2021-2026)

Figure 19. Americas Competitive Analysis Tools Market Size 2021-2026 (\$ millions)

Figure 20. APAC Competitive Analysis Tools Market Size 2021-2026 (\$ millions)

Figure 21. Europe Competitive Analysis Tools Market Size 2021-2026 (\$ millions)

Figure 22. Middle East & Africa Competitive Analysis Tools Market Size 2021-2026 (\$ millions)

Figure 23. Americas Competitive Analysis Tools Value Market Share by Country in 2025

Figure 24. United States Competitive Analysis Tools Market Size Growth 2021-2026 (\$

millions)

Figure 25. Canada Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 26. Mexico Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 27. Brazil Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 28. APAC Competitive Analysis Tools Market Size Market Share by Region in 2025

Figure 29. APAC Competitive Analysis Tools Market Size Market Share by Type (2021-2026)

Figure 30. APAC Competitive Analysis Tools Market Size Market Share by Application (2021-2026)

Figure 31. China Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 32. Japan Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 33. South Korea Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 34. Southeast Asia Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 35. India Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 36. Australia Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 37. Europe Competitive Analysis Tools Market Size Market Share by Country in 2025

Figure 38. Europe Competitive Analysis Tools Market Size Market Share by Type (2021-2026)

Figure 39. Europe Competitive Analysis Tools Market Size Market Share by Application (2021-2026)

Figure 40. Germany Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 41. France Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 42. UK Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 43. Italy Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 44. Russia Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Competitive Analysis Tools Market Size Market Share by Region (2021-2026)

Figure 46. Middle East & Africa Competitive Analysis Tools Market Size Market Share

by Type (2021-2026)

Figure 47. Middle East & Africa Competitive Analysis Tools Market Size Market Share by Application (2021-2026)

Figure 48. Egypt Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 49. South Africa Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 50. Israel Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 51. Turkey Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 52. GCC Countries Competitive Analysis Tools Market Size Growth 2021-2026 (\$ millions)

Figure 53. Americas Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 54. APAC Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 55. Europe Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 56. Middle East & Africa Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 57. United States Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 58. Canada Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 59. Mexico Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 60. Brazil Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 61. China Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 62. Japan Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 63. Korea Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 64. Southeast Asia Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 65. India Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 66. Australia Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 67. Germany Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 68. France Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 69. UK Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 70. Italy Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 71. Russia Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 72. Egypt Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 73. South Africa Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 74. Israel Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 75. Turkey Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

Figure 76. Global Competitive Analysis Tools Market Size Market Share Forecast by Type (2027-2032)

Figure 77. Global Competitive Analysis Tools Market Size Market Share Forecast by

Application (2027-2032)

Figure 78. GCC Countries Competitive Analysis Tools Market Size 2027-2032 (\$ millions)

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