

Global Competitive Intelligence Tools Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Competitive intelligence tools enable businesses to capture, analyze, and take action on its competitive landscape. Competitive intelligence data can help a variety of teams within a business, including marketing, sales, product, and senior leadership. Marketing can use these tools to glean information about their competitor's marketing strategy, including social media strategy, content strategy, digital advertising tactics, and more. Sales can use these tools to gather information about their competitor's pricing changes and market moves or company acquisitions, among other use cases. Competitive intelligence tools are useful for product teams because these tools can provide insight around consumer feedback, product removals, product additions, etc. Finally, senior executives can use these tools to drive investments and future company strategies.

The global Competitive Intelligence Tools Software market size is projected to grow from US\$ 861.8 million in 2023 to US\$ 1388.8 million in 2030; it is expected to grow at a CAGR of 7.1% from 2024 to 2030.

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

This Insight Report provides a comprehensive analysis of the global Competitive Intelligence Tools 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 Competitive Intelligence Tools Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Competitive Intelligence Tools Software market.

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

The future market trends of Competitive Intelligence Tools Software are driven by the increasing competition, data proliferation, digital transformation, and COVID-19 pandemic. Some of the key trends are:

The demand for cloud-based tools is expected to grow faster than on-premise tools, as they offer lower costs, higher scalability, and easier integration with other platforms.

The adoption of artificial intelligence (AI) and machine learning (ML) techniques is expected to enhance the capabilities of Competitive Intelligence Tools Software, such as data collection, analysis, visualization, and recommendation.

The focus on social media, content marketing, and digital advertising is expected to increase the need for Competitive Intelligence Tools Software that can monitor, analyze, and benchmark the online activities and strategies of competitors.

The impact of COVID-19 pandemic is expected to accelerate the demand for Competitive Intelligence Tools Software among enterprises, as they need to track, analyze, and respond to the changing market conditions, customer behaviors, and competitor actions.

This report presents a comprehensive overview, market shares, and growth opportunities of Competitive Intelligence Tools Software market by product type,

application, key players and key regions and countries.

Segmentation by type

Cloud Based

On Premises

Segmentation by application

Large Enterprises

SMEs

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.

Crayon

Brandwatch

SimilarWeb

Klue

Clootrack Software Labs Private Limited

Contify

Digimind

Competitors App

Kompyte

CI Radar

Intricately

Cipher Systems

Quid

Ceralytics

CompetelQ

Nichefire

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 Intelligence Tools Software Market Size 2019-2030
 - 2.1.2 Competitive Intelligence Tools Software Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Competitive Intelligence Tools Software Segment by Type
 - 2.2.1 Cloud Based
 - 2.2.2 On Premises
- 2.3 Competitive Intelligence Tools Software Market Size by Type
 - 2.3.1 Competitive Intelligence Tools Software Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Competitive Intelligence Tools Software Market Size Market Share by Type (2019-2024)
- 2.4 Competitive Intelligence Tools Software Segment by Application
 - 2.4.1 Large Enterprises
 - 2.4.2 SMEs
- 2.5 Competitive Intelligence Tools Software Market Size by Application
 - 2.5.1 Competitive Intelligence Tools Software Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Competitive Intelligence Tools Software Market Size Market Share by Application (2019-2024)

3 COMPETITIVE INTELLIGENCE TOOLS SOFTWARE MARKET SIZE BY PLAYER

- 3.1 Competitive Intelligence Tools Software Market Size Market Share by Players

- 3.1.1 Global Competitive Intelligence Tools Software Revenue by Players (2019-2024)
- 3.1.2 Global Competitive Intelligence Tools Software Revenue Market Share by Players (2019-2024)
- 3.2 Global Competitive Intelligence Tools Software 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) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 COMPETITIVE INTELLIGENCE TOOLS SOFTWARE BY REGIONS

- 4.1 Competitive Intelligence Tools Software Market Size by Regions (2019-2024)
- 4.2 Americas Competitive Intelligence Tools Software Market Size Growth (2019-2024)
- 4.3 APAC Competitive Intelligence Tools Software Market Size Growth (2019-2024)
- 4.4 Europe Competitive Intelligence Tools Software Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Competitive Intelligence Tools Software Market Size Growth (2019-2024)

5 AMERICAS

- 5.1 Americas Competitive Intelligence Tools Software Market Size by Country (2019-2024)
- 5.2 Americas Competitive Intelligence Tools Software Market Size by Type (2019-2024)
- 5.3 Americas Competitive Intelligence Tools Software Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Competitive Intelligence Tools Software Market Size by Region (2019-2024)
- 6.2 APAC Competitive Intelligence Tools Software Market Size by Type (2019-2024)
- 6.3 APAC Competitive Intelligence Tools Software Market Size by Application (2019-2024)
- 6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Competitive Intelligence Tools Software by Country (2019-2024)

7.2 Europe Competitive Intelligence Tools Software Market Size by Type (2019-2024)

7.3 Europe Competitive Intelligence Tools Software Market Size by Application (2019-2024)

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 Intelligence Tools Software by Region (2019-2024)

8.2 Middle East & Africa Competitive Intelligence Tools Software Market Size by Type (2019-2024)

8.3 Middle East & Africa Competitive Intelligence Tools Software Market Size by Application (2019-2024)

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 INTELLIGENCE TOOLS SOFTWARE MARKET

Global Competitive Intelligence Tools Software Market Growth (Status and Outlook) 2024-2030

FORECAST

10.1 Global Competitive Intelligence Tools Software Forecast by Regions (2025-2030)

10.1.1 Global Competitive Intelligence Tools Software Forecast by Regions (2025-2030)

10.1.2 Americas Competitive Intelligence Tools Software Forecast

10.1.3 APAC Competitive Intelligence Tools Software Forecast

10.1.4 Europe Competitive Intelligence Tools Software Forecast

10.1.5 Middle East & Africa Competitive Intelligence Tools Software Forecast

10.2 Americas Competitive Intelligence Tools Software Forecast by Country (2025-2030)

10.2.1 United States Competitive Intelligence Tools Software Market Forecast

10.2.2 Canada Competitive Intelligence Tools Software Market Forecast

10.2.3 Mexico Competitive Intelligence Tools Software Market Forecast

10.2.4 Brazil Competitive Intelligence Tools Software Market Forecast

10.3 APAC Competitive Intelligence Tools Software Forecast by Region (2025-2030)

10.3.1 China Competitive Intelligence Tools Software Market Forecast

10.3.2 Japan Competitive Intelligence Tools Software Market Forecast

10.3.3 Korea Competitive Intelligence Tools Software Market Forecast

10.3.4 Southeast Asia Competitive Intelligence Tools Software Market Forecast

10.3.5 India Competitive Intelligence Tools Software Market Forecast

10.3.6 Australia Competitive Intelligence Tools Software Market Forecast

10.4 Europe Competitive Intelligence Tools Software Forecast by Country (2025-2030)

10.4.1 Germany Competitive Intelligence Tools Software Market Forecast

10.4.2 France Competitive Intelligence Tools Software Market Forecast

10.4.3 UK Competitive Intelligence Tools Software Market Forecast

10.4.4 Italy Competitive Intelligence Tools Software Market Forecast

10.4.5 Russia Competitive Intelligence Tools Software Market Forecast

10.5 Middle East & Africa Competitive Intelligence Tools Software Forecast by Region (2025-2030)

10.5.1 Egypt Competitive Intelligence Tools Software Market Forecast

10.5.2 South Africa Competitive Intelligence Tools Software Market Forecast

10.5.3 Israel Competitive Intelligence Tools Software Market Forecast

10.5.4 Turkey Competitive Intelligence Tools Software Market Forecast

10.5.5 GCC Countries Competitive Intelligence Tools Software Market Forecast

10.6 Global Competitive Intelligence Tools Software Forecast by Type (2025-2030)

10.7 Global Competitive Intelligence Tools Software Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

11.1 Crayon

11.1.1 Crayon Company Information

11.1.2 Crayon Competitive Intelligence Tools Software Product Offered

11.1.3 Crayon Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)

11.1.4 Crayon Main Business Overview

11.1.5 Crayon Latest Developments

11.2 Brandwatch

11.2.1 Brandwatch Company Information

11.2.2 Brandwatch Competitive Intelligence Tools Software Product Offered

11.2.3 Brandwatch Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)

11.2.4 Brandwatch Main Business Overview

11.2.5 Brandwatch Latest Developments

11.3 SimilarWeb

11.3.1 SimilarWeb Company Information

11.3.2 SimilarWeb Competitive Intelligence Tools Software Product Offered

11.3.3 SimilarWeb Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)

11.3.4 SimilarWeb Main Business Overview

11.3.5 SimilarWeb Latest Developments

11.4 Klue

11.4.1 Klue Company Information

11.4.2 Klue Competitive Intelligence Tools Software Product Offered

11.4.3 Klue Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)

11.4.4 Klue Main Business Overview

11.4.5 Klue Latest Developments

11.5 Clootrack Software Labs Private Limited

11.5.1 Clootrack Software Labs Private Limited Company Information

11.5.2 Clootrack Software Labs Private Limited Competitive Intelligence Tools Software Product Offered

11.5.3 Clootrack Software Labs Private Limited Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)

11.5.4 Clootrack Software Labs Private Limited Main Business Overview

11.5.5 Clootrack Software Labs Private Limited Latest Developments

11.6 Contify

- 11.6.1 Contify Company Information
- 11.6.2 Contify Competitive Intelligence Tools Software Product Offered
- 11.6.3 Contify Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
- 11.6.4 Contify Main Business Overview
- 11.6.5 Contify Latest Developments
- 11.7 Digimind
 - 11.7.1 Digimind Company Information
 - 11.7.2 Digimind Competitive Intelligence Tools Software Product Offered
 - 11.7.3 Digimind Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.7.4 Digimind Main Business Overview
 - 11.7.5 Digimind Latest Developments
- 11.8 Competitors App
 - 11.8.1 Competitors App Company Information
 - 11.8.2 Competitors App Competitive Intelligence Tools Software Product Offered
 - 11.8.3 Competitors App Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.8.4 Competitors App Main Business Overview
 - 11.8.5 Competitors App Latest Developments
- 11.9 Kompyte
 - 11.9.1 Kompyte Company Information
 - 11.9.2 Kompyte Competitive Intelligence Tools Software Product Offered
 - 11.9.3 Kompyte Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.9.4 Kompyte Main Business Overview
 - 11.9.5 Kompyte Latest Developments
- 11.10 CI Radar
 - 11.10.1 CI Radar Company Information
 - 11.10.2 CI Radar Competitive Intelligence Tools Software Product Offered
 - 11.10.3 CI Radar Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.10.4 CI Radar Main Business Overview
 - 11.10.5 CI Radar Latest Developments
- 11.11 Intricately
 - 11.11.1 Intricately Company Information
 - 11.11.2 Intricately Competitive Intelligence Tools Software Product Offered
 - 11.11.3 Intricately Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)

- 11.11.4 Intricately Main Business Overview
- 11.11.5 Intricately Latest Developments
- 11.12 CIPHER Systems
 - 11.12.1 CIPHER Systems Company Information
 - 11.12.2 CIPHER Systems Competitive Intelligence Tools Software Product Offered
 - 11.12.3 CIPHER Systems Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.12.4 CIPHER Systems Main Business Overview
 - 11.12.5 CIPHER Systems Latest Developments
- 11.13 Quid
 - 11.13.1 Quid Company Information
 - 11.13.2 Quid Competitive Intelligence Tools Software Product Offered
 - 11.13.3 Quid Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.13.4 Quid Main Business Overview
 - 11.13.5 Quid Latest Developments
- 11.14 Ceralytics
 - 11.14.1 Ceralytics Company Information
 - 11.14.2 Ceralytics Competitive Intelligence Tools Software Product Offered
 - 11.14.3 Ceralytics Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.14.4 Ceralytics Main Business Overview
 - 11.14.5 Ceralytics Latest Developments
- 11.15 CompetelQ
 - 11.15.1 CompetelQ Company Information
 - 11.15.2 CompetelQ Competitive Intelligence Tools Software Product Offered
 - 11.15.3 CompetelQ Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.15.4 CompetelQ Main Business Overview
 - 11.15.5 CompetelQ Latest Developments
- 11.16 Nichefire
 - 11.16.1 Nichefire Company Information
 - 11.16.2 Nichefire Competitive Intelligence Tools Software Product Offered
 - 11.16.3 Nichefire Competitive Intelligence Tools Software Revenue, Gross Margin and Market Share (2019-2024)
 - 11.16.4 Nichefire Main Business Overview
 - 11.16.5 Nichefire Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Competitive Intelligence Tools Software Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Cloud Based

Table 3. Major Players of On Premises

Table 4. Competitive Intelligence Tools Software Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 5. Global Competitive Intelligence Tools Software Market Size by Type (2019-2024) & (\$ Millions)

Table 6. Global Competitive Intelligence Tools Software Market Size Market Share by Type (2019-2024)

Table 7. Competitive Intelligence Tools Software Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 8. Global Competitive Intelligence Tools Software Market Size by Application (2019-2024) & (\$ Millions)

Table 9. Global Competitive Intelligence Tools Software Market Size Market Share by Application (2019-2024)

Table 10. Global Competitive Intelligence Tools Software Revenue by Players (2019-2024) & (\$ Millions)

Table 11. Global Competitive Intelligence Tools Software Revenue Market Share by Player (2019-2024)

Table 12. Competitive Intelligence Tools Software Key Players Head office and Products Offered

Table 13. Competitive Intelligence Tools Software Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 14. New Products and Potential Entrants

Table 15. Mergers & Acquisitions, Expansion

Table 16. Global Competitive Intelligence Tools Software Market Size by Regions 2019-2024 & (\$ Millions)

Table 17. Global Competitive Intelligence Tools Software Market Size Market Share by Regions (2019-2024)

Table 18. Global Competitive Intelligence Tools Software Revenue by Country/Region (2019-2024) & (\$ millions)

Table 19. Global Competitive Intelligence Tools Software Revenue Market Share by Country/Region (2019-2024)

Table 20. Americas Competitive Intelligence Tools Software Market Size by Country

(2019-2024) & (\$ Millions)

Table 21. Americas Competitive Intelligence Tools Software Market Size Market Share by Country (2019-2024)

Table 22. Americas Competitive Intelligence Tools Software Market Size by Type (2019-2024) & (\$ Millions)

Table 23. Americas Competitive Intelligence Tools Software Market Size Market Share by Type (2019-2024)

Table 24. Americas Competitive Intelligence Tools Software Market Size by Application (2019-2024) & (\$ Millions)

Table 25. Americas Competitive Intelligence Tools Software Market Size Market Share by Application (2019-2024)

Table 26. APAC Competitive Intelligence Tools Software Market Size by Region (2019-2024) & (\$ Millions)

Table 27. APAC Competitive Intelligence Tools Software Market Size Market Share by Region (2019-2024)

Table 28. APAC Competitive Intelligence Tools Software Market Size by Type (2019-2024) & (\$ Millions)

Table 29. APAC Competitive Intelligence Tools Software Market Size Market Share by Type (2019-2024)

Table 30. APAC Competitive Intelligence Tools Software Market Size by Application (2019-2024) & (\$ Millions)

Table 31. APAC Competitive Intelligence Tools Software Market Size Market Share by Application (2019-2024)

Table 32. Europe Competitive Intelligence Tools Software Market Size by Country (2019-2024) & (\$ Millions)

Table 33. Europe Competitive Intelligence Tools Software Market Size Market Share by Country (2019-2024)

Table 34. Europe Competitive Intelligence Tools Software Market Size by Type (2019-2024) & (\$ Millions)

Table 35. Europe Competitive Intelligence Tools Software Market Size Market Share by Type (2019-2024)

Table 36. Europe Competitive Intelligence Tools Software Market Size by Application (2019-2024) & (\$ Millions)

Table 37. Europe Competitive Intelligence Tools Software Market Size Market Share by Application (2019-2024)

Table 38. Middle East & Africa Competitive Intelligence Tools Software Market Size by Region (2019-2024) & (\$ Millions)

Table 39. Middle East & Africa Competitive Intelligence Tools Software Market Size Market Share by Region (2019-2024)

Table 40. Middle East & Africa Competitive Intelligence Tools Software Market Size by Type (2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Competitive Intelligence Tools Software Market Size Market Share by Type (2019-2024)

Table 42. Middle East & Africa Competitive Intelligence Tools Software Market Size by Application (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Competitive Intelligence Tools Software Market Size Market Share by Application (2019-2024)

Table 44. Key Market Drivers & Growth Opportunities of Competitive Intelligence Tools Software

Table 45. Key Market Challenges & Risks of Competitive Intelligence Tools Software

Table 46. Key Industry Trends of Competitive Intelligence Tools Software

Table 47. Global Competitive Intelligence Tools Software Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 48. Global Competitive Intelligence Tools Software Market Size Market Share Forecast by Regions (2025-2030)

Table 49. Global Competitive Intelligence Tools Software Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 50. Global Competitive Intelligence Tools Software Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 51. Crayon Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 52. Crayon Competitive Intelligence Tools Software Product Offered

Table 53. Crayon Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 54. Crayon Main Business

Table 55. Crayon Latest Developments

Table 56. Brandwatch Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 57. Brandwatch Competitive Intelligence Tools Software Product Offered

Table 58. Brandwatch Main Business

Table 59. Brandwatch Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 60. Brandwatch Latest Developments

Table 61. SimilarWeb Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 62. SimilarWeb Competitive Intelligence Tools Software Product Offered

Table 63. SimilarWeb Main Business

Table 64. SimilarWeb Competitive Intelligence Tools Software Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 65. SimilarWeb Latest Developments

Table 66. Klue Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 67. Klue Competitive Intelligence Tools Software Product Offered

Table 68. Klue Main Business

Table 69. Klue Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. Klue Latest Developments

Table 71. Clootrack Software Labs Private Limited Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 72. Clootrack Software Labs Private Limited Competitive Intelligence Tools Software Product Offered

Table 73. Clootrack Software Labs Private Limited Main Business

Table 74. Clootrack Software Labs Private Limited Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. Clootrack Software Labs Private Limited Latest Developments

Table 76. Contify Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 77. Contify Competitive Intelligence Tools Software Product Offered

Table 78. Contify Main Business

Table 79. Contify Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. Contify Latest Developments

Table 81. Digimind Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 82. Digimind Competitive Intelligence Tools Software Product Offered

Table 83. Digimind Main Business

Table 84. Digimind Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. Digimind Latest Developments

Table 86. Competitors App Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 87. Competitors App Competitive Intelligence Tools Software Product Offered

Table 88. Competitors App Main Business

Table 89. Competitors App Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. Competitors App Latest Developments

Table 91. Kompyte Details, Company Type, Competitive Intelligence Tools Software

Area Served and Its Competitors

Table 92. Kompyte Competitive Intelligence Tools Software Product Offered

Table 93. Kompyte Main Business

Table 94. Kompyte Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 95. Kompyte Latest Developments

Table 96. CI Radar Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 97. CI Radar Competitive Intelligence Tools Software Product Offered

Table 98. CI Radar Main Business

Table 99. CI Radar Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 100. CI Radar Latest Developments

Table 101. Intricately Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 102. Intricately Competitive Intelligence Tools Software Product Offered

Table 103. Intricately Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 104. Intricately Main Business

Table 105. Intricately Latest Developments

Table 106. Cipher Systems Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 107. Cipher Systems Competitive Intelligence Tools Software Product Offered

Table 108. Cipher Systems Main Business

Table 109. Cipher Systems Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 110. Cipher Systems Latest Developments

Table 111. Quid Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 112. Quid Competitive Intelligence Tools Software Product Offered

Table 113. Quid Main Business

Table 114. Quid Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 115. Quid Latest Developments

Table 116. Ceralytics Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 117. Ceralytics Competitive Intelligence Tools Software Product Offered

Table 118. Ceralytics Main Business

Table 119. Ceralytics Competitive Intelligence Tools Software Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 120. Ceralytics Latest Developments

Table 121. CompetelQ Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 122. CompetelQ Competitive Intelligence Tools Software Product Offered

Table 123. CompetelQ Main Business

Table 124. CompetelQ Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 125. CompetelQ Latest Developments

Table 126. Nichefire Details, Company Type, Competitive Intelligence Tools Software Area Served and Its Competitors

Table 127. Nichefire Competitive Intelligence Tools Software Product Offered

Table 128. Nichefire Main Business

Table 129. Nichefire Competitive Intelligence Tools Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 130. Nichefire Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Competitive Intelligence Tools Software Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Competitive Intelligence Tools Software Market Size Growth Rate 2019-2030 (\$ Millions)
- Figure 6. Competitive Intelligence Tools Software Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Figure 7. Competitive Intelligence Tools Software Sales Market Share by Country/Region (2023)
- Figure 8. Competitive Intelligence Tools Software Sales Market Share by Country/Region (2019, 2023 & 2030)
- Figure 9. Global Competitive Intelligence Tools Software Market Size Market Share by Type in 2023
- Figure 10. Competitive Intelligence Tools Software in Large Enterprises
- Figure 11. Global Competitive Intelligence Tools Software Market: Large Enterprises (2019-2024) & (\$ Millions)
- Figure 12. Competitive Intelligence Tools Software in SMEs
- Figure 13. Global Competitive Intelligence Tools Software Market: SMEs (2019-2024) & (\$ Millions)
- Figure 14. Global Competitive Intelligence Tools Software Market Size Market Share by Application in 2023
- Figure 15. Global Competitive Intelligence Tools Software Revenue Market Share by Player in 2023
- Figure 16. Global Competitive Intelligence Tools Software Market Size Market Share by Regions (2019-2024)
- Figure 17. Americas Competitive Intelligence Tools Software Market Size 2019-2024 (\$ Millions)
- Figure 18. APAC Competitive Intelligence Tools Software Market Size 2019-2024 (\$ Millions)
- Figure 19. Europe Competitive Intelligence Tools Software Market Size 2019-2024 (\$ Millions)
- Figure 20. Middle East & Africa Competitive Intelligence Tools Software Market Size 2019-2024 (\$ Millions)
- Figure 21. Americas Competitive Intelligence Tools Software Value Market Share by

Country in 2023

Figure 22. United States Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 23. Canada Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 24. Mexico Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 25. Brazil Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 26. APAC Competitive Intelligence Tools Software Market Size Market Share by Region in 2023

Figure 27. APAC Competitive Intelligence Tools Software Market Size Market Share by Type in 2023

Figure 28. APAC Competitive Intelligence Tools Software Market Size Market Share by Application in 2023

Figure 29. China Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Japan Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Korea Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 32. Southeast Asia Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 33. India Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Australia Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 35. Europe Competitive Intelligence Tools Software Market Size Market Share by Country in 2023

Figure 36. Europe Competitive Intelligence Tools Software Market Size Market Share by Type (2019-2024)

Figure 37. Europe Competitive Intelligence Tools Software Market Size Market Share by Application (2019-2024)

Figure 38. Germany Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 39. France Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 40. UK Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Italy Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 42. Russia Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 43. Middle East & Africa Competitive Intelligence Tools Software Market Size Market Share by Region (2019-2024)

Figure 44. Middle East & Africa Competitive Intelligence Tools Software Market Size Market Share by Type (2019-2024)

Figure 45. Middle East & Africa Competitive Intelligence Tools Software Market Size Market Share by Application (2019-2024)

Figure 46. Egypt Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 47. South Africa Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Israel Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Turkey Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 50. GCC Country Competitive Intelligence Tools Software Market Size Growth 2019-2024 (\$ Millions)

Figure 51. Americas Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 52. APAC Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 53. Europe Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 54. Middle East & Africa Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 55. United States Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 56. Canada Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 57. Mexico Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 58. Brazil Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 59. China Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 60. Japan Competitive Intelligence Tools Software Market Size 2025-2030 (\$

Millions)

Figure 61. Korea Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 62. Southeast Asia Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 63. India Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 64. Australia Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 65. Germany Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 66. France Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 67. UK Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 68. Italy Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 69. Russia Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 70. Spain Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 71. Egypt Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 72. South Africa Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 73. Israel Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 74. Turkey Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 75. GCC Countries Competitive Intelligence Tools Software Market Size 2025-2030 (\$ Millions)

Figure 76. Global Competitive Intelligence Tools Software Market Size Market Share Forecast by Type (2025-2030)

Figure 77. Global Competitive Intelligence Tools Software Market Size Market Share Forecast by Application (2025-2030)

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