

# Global Internet Public Opinion Monitor Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Internet Public Opinion Monitor market size is predicted to grow from US\$ 18844 million in 2025 to US\$ 33278 million in 2032; it is expected to grow at a CAGR of 8.5% from 2026 to 2032.

Internet Public Opinion Monitor refers to a data-driven system or platform that continuously collects, processes, and analyzes online content from multiple sources to identify, track, and evaluate public opinion trends, sentiment, and potential risks in real time.

### Gross Profit Margin Levels

The online public opinion monitoring industry is essentially a composite information service industry encompassing ?data subscription + SaaS platform + AI analysis + some manual services,? exhibiting a distinct stratified gross profit structure. Platform vendors primarily offering standardized SaaS subscriptions with highly automated data collection and analysis typically enjoy a higher gross profit margin of 65%?80%, mainly due to low marginal software costs, high data reuse rates, and economies of scale from the subscription model. However, vendors focusing on government projects, customized deployments, or in-depth public opinion reporting services, due to the significant involvement of manual analysis, project implementation, and localized delivery, typically see their gross profit margins decline to 45%?65%. At the industry-wide level, with the improvement of AI automation capabilities, the marginal decrease in data processing costs, and the increase in the proportion of standardized products, the industry's gross profit margin shows a steady upward trend. In the future, platform companies with their own data pipelines, algorithm capabilities, and global multilingual coverage will further widen the gross profit gap with traditional ?manual public opinion service providers.?

## Industry Drivers

The growth of the online public opinion monitoring industry is primarily driven by the increasing complexity of the digital public opinion environment and the upgrading needs of corporate governance. First, with the explosive growth of social media, short videos, and UGC platforms, the speed of information dissemination has significantly accelerated, and public opinion events are characterized by high frequency, fragmentation, and emotionality, leading to a continuous increase in the demand from enterprises and governments for real-time monitoring and rapid response. Second, brand reputation has become one of the core assets of enterprises, and public opinion monitoring has gradually upgraded from a post-event analysis tool to a pre-event early warning and risk management system, playing a crucial role in scenarios such as public relations crises, product quality incidents, and policy-sensitive periods. Third, the rapid development of artificial intelligence and natural language processing technologies has enabled public opinion analysis to leap from traditional keyword retrieval to advanced capabilities such as sentiment recognition, topic clustering, dissemination path analysis, and multimodal recognition, significantly enhancing data value and application depth. Finally, with increasingly stringent global regulatory environments and higher corporate compliance requirements, especially in the financial, internet, and public governance sectors, the demand for 24/7 public opinion monitoring, cross-platform information tracking, and auditable data traceability is constantly increasing, gradually transforming the industry from a marketing tool into an infrastructure for digital governance and corporate risk control.

LPI (LP Information)'s newest research report, the "Internet Public Opinion Monitor Industry Forecast" looks at past sales and reviews total world Internet Public Opinion Monitor sales in 2025, providing a comprehensive analysis by region and market sector of projected Internet Public Opinion Monitor sales for 2026 through 2032. With Internet Public Opinion Monitor sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Internet Public Opinion Monitor industry.

This Insight Report provides a comprehensive analysis of the global Internet Public Opinion Monitor 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 Internet Public Opinion Monitor portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique

position in an accelerating global Internet Public Opinion Monitor market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Internet Public Opinion Monitor 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 Internet Public Opinion Monitor.

This report presents a comprehensive overview, market shares, and growth opportunities of Internet Public Opinion Monitor market by product type, application, key players and key regions and countries.

#### Segmentation by Type:

AI-Driven Large-Scale Model

Ecosystem Data-Dependent

Others

#### Segmentation by Service Model:

SaaS Subscription Model

Private Deployment Model

Hybrid Deployment Model

#### Segmentation by Customer Type:

Large Enterprise

SMEs

### Segmentation by Application:

Media Organizations

Government

Enterprises

Schools and Universities

Others

### 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.

Meltwater

Cision

Sprinklr

Hootsuite

Sprout Social

Onclusive

NewsWhip

Quid

Pulsar

YouScan

Mention

BAIDU AI CLOUD

Xinhua

UUWatch

Wisers

Brand24

Notified

Infegy

Emplifi

Determ

Awario

Locobuzz

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