

Global Public Opinion Monitoring Service Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global Public Opinion Monitoring Service market size will reach US\$ 1452 million by 2031.

A public opinion monitoring service is a systematic and technological solution designed to continuously collect, analyze, and interpret public sentiment, attitudes, and opinions expressed across various online and offline channels. Leveraging advanced data mining tools, natural language processing (NLP), and machine learning algorithms, these services gather real-time data from sources such as social media platforms, news websites, forums, review sites, surveys, and traditional media. The process involves filtering, categorizing, and quantifying this data to identify emerging trends, key themes, and shifts in public perception related to specific topics, brands, products, policies, or events. By providing actionable insights, public opinion monitoring services help organizations—including governments, businesses, nonprofits, and political campaigns—understand stakeholder perspectives, assess the impact of their actions, mitigate reputational risks, refine communication strategies, and make informed decisions. They also enable timely responses to crises, evaluate public acceptance of initiatives, and track competitor or issue-related sentiment, ensuring proactive engagement with the public and alignment with societal values and expectations.

In today's digital age, public opinion spreads rapidly through various online platforms. The public opinion monitoring industry is undergoing profound changes and presenting a series of significant trends. First, with the rapid development of social media and online platforms, the formation and spread of public opinion has reached an unprecedented speed. In the early days, public opinion monitoring mainly relied on traditional media such as newspapers and television. Today, social media platforms such as Weibo, WeChat, and Facebook have become the main source of public opinion

information. According to Statista data, there will be more than 4 billion social media users worldwide in 2023, providing a massive data source for public opinion monitoring. Secondly, artificial intelligence (AI) and big data technologies are increasingly used in the field of public opinion monitoring. With the help of natural language processing (NLP) and machine learning algorithms, public opinion monitoring systems can analyze massive data in real time and accurately identify public opinion hotspots and trends. After a well-known brand launched a new product, it used AI technology to analyze social media user feedback, adjusted its market strategy in a timely manner, and effectively improved its product market performance. Modern public opinion monitoring not only focuses on the quantity of public opinion, but also pays more attention to the quality of public opinion and sentiment analysis. Through sentiment analysis technology, companies can gain an in-depth understanding of the public's true views on their brand or product. When a technology company released a new product, it found through public opinion monitoring that users' negative emotions were concentrated on price and function. It then adjusted its marketing strategy and successfully reversed the public opinion situation. In the future, public opinion monitoring will continue to develop in the direction of intelligence and automation. With the popularization of 5G technology and the application of the Internet of Things, public opinion monitoring can obtain more dimensional data in real time and provide more accurate analysis results. Its application scenarios will also continue to expand, extending from corporate brand management to government public relations and other fields. Its value will become more and more prominent and will become an important basis for decision support and strategic planning. As an important social management tool, public opinion monitoring is facing opportunities and challenges brought about by technological progress and social change. Only by continuous innovation and adaptation to changes can it remain invincible in a complex public opinion environment.

LPI (LP Information)' newest research report, the "Public Opinion Monitoring Service Industry Forecast" looks at past sales and reviews total world Public Opinion Monitoring Service sales in 2024, providing a comprehensive analysis by region and market sector of projected Public Opinion Monitoring Service sales for 2025 through 2031. With Public Opinion Monitoring Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Public Opinion Monitoring Service industry.

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

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

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

Segmentation by Type:

Survey-Based Monitoring Services

AI-Driven Analytics Services

Others

Segmentation by Application:

Government

Enterprises

Colleges

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.

Xalted

Knowlesys

Truescope

Public Opinion Strategies

Graphen Technologies

Qingchuang Cyber Security

Surfilter

We All Can

topsecgroup

Yun Shan Information

Meltwater

wisers

uuwatch

ipscg

Midu

Zhidao Chuangyu

TRS NetInsight

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