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Global Social Analytics Software Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Social analytics is the process of collecting, measuring, analyzing and interpreting the results of interactions and associations among people, topics and ideas from social media sources. This market examines social analytics solutions covering social filtering, text analytics, sentiment analysis, image analysis and public-facing social media analytics. It focuses on solutions that derive at least 60% of their revenue from software versus solutions that are mainly based on consulting services.

LPI (LP Information)' newest research report, the “Social Analytics Software Industry Forecast” looks at past sales and reviews total world Social Analytics Software sales in 2022, providing a comprehensive analysis by region and market sector of projected Social Analytics Software sales for 2023 through 2029. With Social Analytics Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Social Analytics Software industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Social Analytics Software and breaks down the forecast

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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 Social Analytics Software.

The global Social Analytics Software market size is projected to grow from US$ million in 2022 to US$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Social Analytics Software is estimated to increase from US$ million in 2022 to US$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Social Analytics Software is estimated to increase from US$ million in 2022 to US$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Social Analytics Software is estimated to increase from US$ million in 2022 to US$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Social Analytics Software players cover Hootsuite, Cision, Mention, Socialbakers, Sprinklr, Khoros, Clarabridge, Synthesio and Adobe, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Cloud-Based

On-Premises

Segmentation by application

Large Enterprises (1000+Users)

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Medium-Sized Enterprise (499-1000 Users)

Small Enterprises (1-499Users)

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

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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.

Hootsuite

Cision

Mention

Socialbakers

Sprinklr

Khoros

Clarabridge

Synthesio

Adobe

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Salesforce

Microsoft

NetBase

Oracle

Brandwatch

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