

# Global Social Business Intelligence Market Growth (Status and Outlook) 2025-2031

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## Abstracts

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The global Social Business Intelligence market size is predicted to grow from US\$ 5685 million in 2025 to US\$ 25630 million in 2031; it is expected to grow at a CAGR of 28.5% from 2025 to 2031.

Social business intelligence uses data from social media and analyzes the data using big data analytics to obtain important business insights on the market. It is also used to know the market reputation for products. It unifies several business tools such as business intelligence, knowledge management, social networking, project management, collaboration, social media monitoring, and analytics to give a new interface for organizations to understand their business environment more thoroughly. It provides reliable data and aids enterprises to connect with new customers and resolve operational conflicts in a faster and better way than traditional business intelligence does. The demand for Social Business Intelligence was triggered by the introduction of a wide range of social networking services, increased competition, and globalization of business process, digitalization, and decentralization of information flow.

IBM, Oracle, SAP and SAS Institute are the top 4 players of Social Business Intelligence, with about 60% market shares.

LPI (LP Information)' newest research report, the "Social Business Intelligence Industry Forecast" looks at past sales and reviews total world Social Business Intelligence sales in 2024, providing a comprehensive analysis by region and market sector of projected Social Business Intelligence sales for 2025 through 2031. With Social Business Intelligence sales broken down by region, market sector and sub-sector, this report

provides a detailed analysis in US\$ millions of the world Social Business Intelligence industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Social Business Intelligence 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 Social Business Intelligence.

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

#### Segmentation by Type:

On-Premises

Cloud

#### Segmentation by Application:

SMEs

Large Enterprises

Government Organizations

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.

IBM

Oracle

SAP

SAS Institute

Adobe Systems

Attensity Group

Beevolve

Clarabridge

Crimson Hexagon

Evolve24

Google

HP

Kapow Software/ Kofax

Lithium Technologies

NetBase Solutions

Radian6/Salesforce

Sysomos

Cision

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