

Global Social Customer Relationship Management (CRM) Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Social CRM is an evolution of CRM, which uses social media services, techniques, and technology to enable organizations engage with their target customers. It is a business strategy, supported by technology platform, business processes, and social network, which helps to engage customers in a collaborative manner to provide mutual benefits to both parties. Social CRM has various applications including marketing, sales, customer services, social engagement with prospective customers, and social support to customers.

The global Social Customer Relationship Management (CRM) Software market size is projected to grow from US\$ million in 2023 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

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

This Insight Report provides a comprehensive analysis of the global Social Customer

Relationship Management (CRM) 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 Customer Relationship Management (CRM) Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Social Customer Relationship Management (CRM) Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Social Customer Relationship Management (CRM) 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 Social Customer Relationship Management (CRM) Software.

United States market for Social Customer Relationship Management (CRM) Software is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Social Customer Relationship Management (CRM) Software is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Social Customer Relationship Management (CRM) Software is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Social Customer Relationship Management (CRM) Software players cover Salesforce.com, SAP AG, Oracle, Microsoft Dynamics CRM and Jive Software, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

This report presents a comprehensive overview, market shares, and growth opportunities of Social Customer Relationship Management (CRM) Software market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud-based

On-premises

Segmentation by application

SMEs

Large Enterprises

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.

Salesforce.com

SAP AG

Oracle

Microsoft Dynamics CRM

Jive Software

Lithium Technologies

Visible Technologies

Artesian Solutions

Bazaarvoice

QuestBack

Attensity Group

Leaf Group

Kana Software

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