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Global Social Listening and Market Intelligence Platform Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Social Listening and Market Intelligence Platform is a comprehensive tool designed to monitor, analyze, and extract actionable insights from digital conversations and online data across various platforms, such as social media, blogs, forums, and news websites. These platforms enable businesses to understand public sentiment, track brand reputation, identify emerging trends, and gather competitive intelligence, thereby informing strategic decision-making and enhancing customer engagement.

The global Social Listening and Market Intelligence Platform market size is projected to grow from US$ million in 2024 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 Listening and Market Intelligence Platform Industry Forecast” looks at past sales and reviews total world Social Listening and Market Intelligence Platform sales in 2022, providing a comprehensive analysis by region and market sector of projected Social Listening and Market Intelligence Platform sales for 2023 through 2029. With Social Listening and Market Intelligence Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Social Listening and Market Intelligence Platform industry.

This Insight Report provides a comprehensive analysis of the global Social Listening and Market Intelligence Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and

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M&A activity. This report also analyses the strategies of leading global companies with a focus on Social Listening and Market Intelligence Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Social Listening and Market Intelligence Platform market.

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

United States market for Social Listening and Market Intelligence Platform 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 Listening and Market Intelligence Platform 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 Listening and Market Intelligence Platform 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 Listening and Market Intelligence Platform players cover Digimind, Zoho, Sprout Social, Hootsuite, Mention, 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 Listening and Market Intelligence Platform market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-based

On-premises

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Segmentation by Application:

- Large Enterprises
- SMEs

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

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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.

Digimind

Zoho

Sprout Social

Hootsuite

Mention

Talkwalker

Meltwater

BrandMentions

Crowd Analyzer

Lucidya

Mentionlytics

Brand24

Sprinklr

LexisNexis

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Brandwatch

Wisers Information

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