

Global Social Media Analytics Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Social Media Analytics market size is predicted to grow from US\$ million in 2025 to US\$ million in 2031; it is expected to grow at a CAGR of %from 2025 to 2031.

The goal of any business analytic tool is to analyze data and extract actionable and commercially relevant information that you can use to increase results or performance. Social media analytics is the process of gathering data from social media sites, blogs and other stakeholder conversations on digital media and processing into structured insights leading to more information-driven business decisions and increased customer centrality for brands and businesses. This process goes beyond the usual monitoring or a basic analysis of retweets or 'likes' to develop an in-depth idea of the social consumer.

Depending on the business objectives, social media analytics can take four different forms, namely, descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics.

Social media analytics is considered the basic foundation for enabling an enterprises to:

- Execute focused engagements like one-to-one and one-to-many
- Enhance social collaboration over a variety of business functions, such as customer service, marketing, support, etc.
- Maximize the customer experience

Social media is a good medium to understand real-time consumer choices, intentions and sentiments. The most prevalent application of social media analytics is to get to know the customer base on a more emotional level to help better target customer service and marketing.

The largest application of North America Social Media Analytics market is Customer Behavioral Analysis, with a share more than 25%, followed by Customer Segmentation and Targeting and Competitor Benchmarking, both share are nearly 35%. Retail is the largest end user, with over than 40% market share.

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

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

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

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

Segmentation by Type:

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking

Customer Behavioral Analysis

Marketing Measurement

Segmentation by Application:

Banking, Financial Services and Insurance (BFSI)

Telecommunications and IT

Retail

Healthcare

Government

Media and Entertainment

Transportation and Logistics

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.

IBM

Oracle

Salesforce

Adobe Systems

SAS Institute

Clarabridge

Netbase Solutions

Brandwatch

Talkwalker

GoodData

Crimson Hexagon

Simply Measured

Sysomos

Digimind

Unmetric

Cision US

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