

# Global Social Media IT Spending Market Growth (Status and Outlook) 2024-2030

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# **Abstracts**

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The global Social Media IT Spending market size is projected to grow from US\$ 69460 million in 2023 to US\$ 211620 million in 2030; it is expected to grow at a CAGR of 17.3% from 2024 to 2030.

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

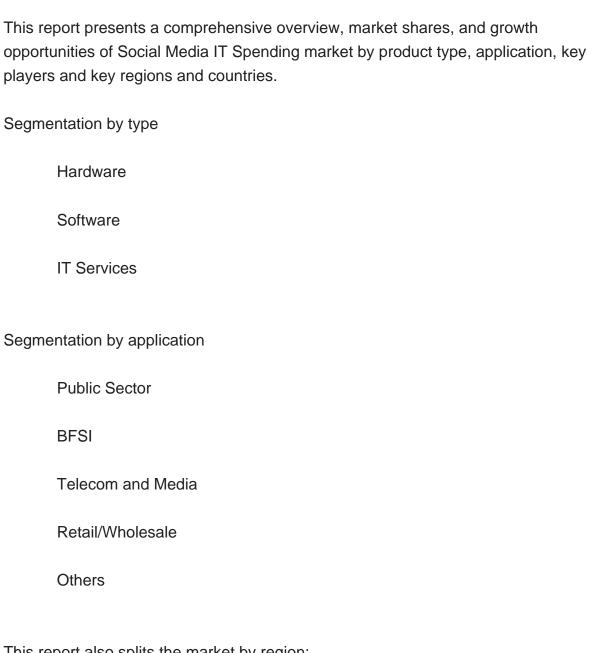
This Insight Report provides a comprehensive analysis of the global Social Media IT Spending landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Social Media IT Spending portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Social Media IT Spending market.

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

In 2017, hardware spending segment held the largest market share, which accounted for more than 50% share of the overall market. Most of the companies are investing in integrated infrastructure to enhance the service delivery platform, security, and compliance control while offering value-added services associated with cloud-based technology.



This report also splits the market by region:

Americas



	United States	
	Canada	
	Mexico	
	Brazil	
APAC		
	China	
	Japan	
	Korea	
	Southeast Asia	
	India	
	Australia	
Europ	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 narket penetration.
IBM
HP
Oracle
Dell EMC
Cisco
Salesforce
HubSpot
Unmetric
Kenshoo Social
Tencent Holdings
Akamai Technologies
Adobe
VMware

Google Analytics



SAS
SAP
Microsoft
VCE
Juniper Networks
NetApp



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