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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

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

Segmentation by type

Hardware

Software

IT Services

Segmentation by application

Public Sector

BFSI

Telecom and Media

Retail/Wholesale

Others

This report also splits the market by region:

Americas

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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

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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.

IBM

HP

Oracle

Dell EMC

Cisco

Salesforce

HubSpot

Unmetric

Kenshoo Social

Tencent Holdings

Akamai Technologies

Adobe

VMware

Google Analytics

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SAS

SAP

Microsoft

VCE

Juniper Networks

NetApp

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