

Global Social Monitoring and Analytics Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Social Monitoring and Analytics refers to the practice of tracking, analyzing, and interpreting social media interactions and trends to gain insights into public perception, brand health, customer behavior, and market trends.

The global Social Monitoring and Analytics 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 Monitoring and Analytics Industry Forecast" looks at past sales and reviews total world Social Monitoring and Analytics sales in 2022, providing a comprehensive analysis by region and market sector of projected Social Monitoring and Analytics sales for 2023 through 2029. With Social Monitoring and Analytics sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Social Monitoring and Analytics industry.

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

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

United States market for Social Monitoring and Analytics 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 Monitoring and Analytics 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 Monitoring and Analytics 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 Monitoring and Analytics players cover Brandwatch, Sprinklr, Hootsuite Insights, Talkwalker, NetBase Quid, 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 Monitoring and Analytics market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-Based

On-Premises

Segmentation by Application:

Retail and E-Commerce

Entertainment and Media

Healthcare and Pharmaceuticals

Financial Industry

Other

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

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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.

Brandwatch

Sprinklr

Hootsuite Insights

Talkwalker

NetBase Quid

Meltwater

Mention

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