

2020-2025 Global Social Media Analytics Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Social media analytics is widely considered to be a major business and marketing tool in the present day business scenario. In order to gain actionable insights on consumer perceptions and improve their services and products portfolio, businesses across the globe are using social media analytics. Social media analytics combines monitoring, measurement, and analysis tools to uncover user sentiments, and identify key trends in the studied market.

This report elaborates the market size, market characteristics, and market growth of the Social Media Analytics industry, and breaks down according to the type, application, and consumption area of Social Media Analytics. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Social Media Analytics in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Social Media Analytics market covered in Chapter 13:

Clarabridge Inc.

SAS Institute Inc.

Simply Measured

SAP SE

Gooddata

Oracle Corporation

Crimson Hexagon Inc.
IBM Corporation
Netbase Solutions Inc.
Tableau Software Inc.
Salesforce.com
Adobe Systems Incorporated

In Chapter 6, on the basis of types, the Social Media Analytics market from 2015 to 2025 is primarily split into:

On-premise
On-demand

In Chapter 7, on the basis of applications, the Social Media Analytics market from 2015 to 2025 covers:

Sales and Marketing Management
Customer Experience Management
Competitive Intelligence
Risk Management and Fraud Detection
Public Safety and Law Enforcement
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France

Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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