

# Competitive Intelligence Tools Software Market, Global Outlook and Forecast 2022-2028

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# **Abstracts**

Competitive intelligence tools enable businesses to capture, analyze, and take action on its competitive landscape. Competitive intelligence data can help a variety of teams within a business, including marketing, sales, product, and senior leadership. Marketing can use these tools to glean information about their competitor's marketing strategy, including social media strategy, content strategy, digital advertising tactics, and more. Sales can use these tools to gather information about their competitor's pricing changes and market moves or company acquisitions, among other use cases. Competitive intelligence tools are useful for product teams because these tools can provide insight around consumer feedback, product removals, product additions, etc. Finally, senior executives can use these tools to drive investments and future company strategies.

This report contains market size and forecasts of Competitive Intelligence Tools Software in Global, including the following market information:

Global Competitive Intelligence Tools Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Competitive Intelligence Tools Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.



Cloud Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Competitive Intelligence Tools Software include Crayon, Brandwatch, SimilarWeb, Klue, Clootrack Software Labs Private Limited, Contify, Digimind, Competitors App and Kompyte, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Competitive Intelligence Tools Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Competitive Intelligence Tools Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Competitive Intelligence Tools Software Market Segment Percentages, by Type, 2021 (%)

Cloud Based

On Premises

Global Competitive Intelligence Tools Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Competitive Intelligence Tools Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

**SMEs** 

Global Competitive Intelligence Tools Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

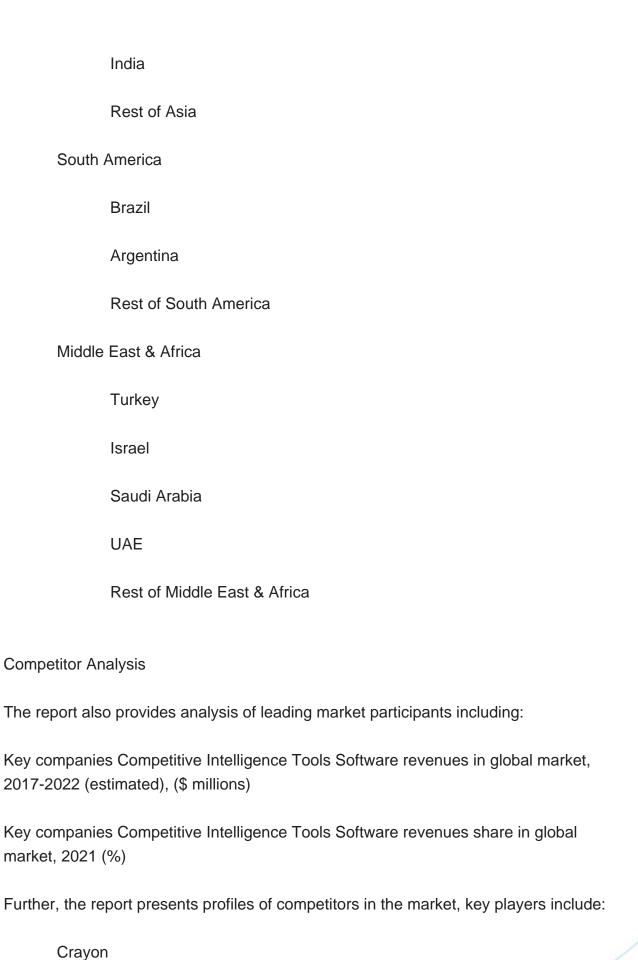


Global Competitive Intelligence Tools Software Market Segment Percentages, By Region and Country, 2021 (%)

North America		
	US	
	Canada	
	Mexico	
Europe		
	Germany	
	France	
	U.K.	
	Italy	
	Russia	
	Nordic Countries	
	Benelux	
	Rest of Europe	
Asia		
	China	
	Japan	
	South Korea	

Southeast Asia







Brandwatch	
SimilarWeb	
Klue	
Clootrack Software Labs Private Limited	
Contify	
Digimind	
Competitors App	
Kompyte	
CI Radar	
Intricately	
Cipher Systems	
Quid	
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