

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, Cloomer 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

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Competitive Intelligence Tools Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Competitive Intelligence Tools Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Crayon

Brandwatch

SimilarWeb

Klue

Clootrack Software Labs Private Limited

Contify

Digimind

Competitors App

Kompyte

CI Radar

Intricately

Cipher Systems

Quid

Ceralytics

CompetelQ

Nichefire

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Competitive Intelligence Tools Software Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Competitive Intelligence Tools Software Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL COMPETITIVE INTELLIGENCE TOOLS SOFTWARE OVERALL MARKET SIZE

- 2.1 Global Competitive Intelligence Tools Software Market Size: 2021 VS 2028
- 2.2 Global Competitive Intelligence Tools Software Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Competitive Intelligence Tools Software Players in Global Market
- 3.2 Top Global Competitive Intelligence Tools Software Companies Ranked by Revenue
- 3.3 Global Competitive Intelligence Tools Software Revenue by Companies
- 3.4 Top 3 and Top 5 Competitive Intelligence Tools Software Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Competitive Intelligence Tools Software Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Competitive Intelligence Tools Software Players in Global Market
 - 3.6.1 List of Global Tier 1 Competitive Intelligence Tools Software Companies

3.6.2 List of Global Tier 2 and Tier 3 Competitive Intelligence Tools Software Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Competitive Intelligence Tools Software Market Size Markets, 2021 & 2028

4.1.2 Cloud Based

4.1.3 On Premises

4.2 By Type - Global Competitive Intelligence Tools Software Revenue & Forecasts

4.2.1 By Type - Global Competitive Intelligence Tools Software Revenue, 2017-2022

4.2.2 By Type - Global Competitive Intelligence Tools Software Revenue, 2023-2028

4.2.3 By Type - Global Competitive Intelligence Tools Software Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Competitive Intelligence Tools Software Market Size, 2021 & 2028

5.1.2 Large Enterprises

5.1.3 SMEs

5.2 By Application - Global Competitive Intelligence Tools Software Revenue & Forecasts

5.2.1 By Application - Global Competitive Intelligence Tools Software Revenue, 2017-2022

5.2.2 By Application - Global Competitive Intelligence Tools Software Revenue, 2023-2028

5.2.3 By Application - Global Competitive Intelligence Tools Software Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Competitive Intelligence Tools Software Market Size, 2021 & 2028

6.2 By Region - Global Competitive Intelligence Tools Software Revenue & Forecasts

6.2.1 By Region - Global Competitive Intelligence Tools Software Revenue, 2017-2022

6.2.2 By Region - Global Competitive Intelligence Tools Software Revenue, 2023-2028

6.2.3 By Region - Global Competitive Intelligence Tools Software Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Competitive Intelligence Tools Software Revenue, 2017-2028

6.3.2 US Competitive Intelligence Tools Software Market Size, 2017-2028

6.3.3 Canada Competitive Intelligence Tools Software Market Size, 2017-2028

6.3.4 Mexico Competitive Intelligence Tools Software Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Competitive Intelligence Tools Software Revenue, 2017-2028

6.4.2 Germany Competitive Intelligence Tools Software Market Size, 2017-2028

6.4.3 France Competitive Intelligence Tools Software Market Size, 2017-2028

6.4.4 U.K. Competitive Intelligence Tools Software Market Size, 2017-2028

6.4.5 Italy Competitive Intelligence Tools Software Market Size, 2017-2028

6.4.6 Russia Competitive Intelligence Tools Software Market Size, 2017-2028

6.4.7 Nordic Countries Competitive Intelligence Tools Software Market Size, 2017-2028

6.4.8 Benelux Competitive Intelligence Tools Software Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Competitive Intelligence Tools Software Revenue, 2017-2028

6.5.2 China Competitive Intelligence Tools Software Market Size, 2017-2028

6.5.3 Japan Competitive Intelligence Tools Software Market Size, 2017-2028

6.5.4 South Korea Competitive Intelligence Tools Software Market Size, 2017-2028

6.5.5 Southeast Asia Competitive Intelligence Tools Software Market Size, 2017-2028

6.5.6 India Competitive Intelligence Tools Software Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Competitive Intelligence Tools Software Revenue, 2017-2028

6.6.2 Brazil Competitive Intelligence Tools Software Market Size, 2017-2028

6.6.3 Argentina Competitive Intelligence Tools Software Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Competitive Intelligence Tools Software Revenue, 2017-2028

6.7.2 Turkey Competitive Intelligence Tools Software Market Size, 2017-2028

6.7.3 Israel Competitive Intelligence Tools Software Market Size, 2017-2028

6.7.4 Saudi Arabia Competitive Intelligence Tools Software Market Size, 2017-2028

6.7.5 UAE Competitive Intelligence Tools Software Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Crayon

7.1.1 Crayon Corporate Summary

7.1.2 Crayon Business Overview

7.1.3 Crayon Competitive Intelligence Tools Software Major Product Offerings

7.1.4 Crayon Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.1.5 Crayon Key News

7.2 Brandwatch

7.2.1 Brandwatch Corporate Summary

7.2.2 Brandwatch Business Overview

7.2.3 Brandwatch Competitive Intelligence Tools Software Major Product Offerings

7.2.4 Brandwatch Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.2.5 Brandwatch Key News

7.3 SimilarWeb

7.3.1 SimilarWeb Corporate Summary

7.3.2 SimilarWeb Business Overview

7.3.3 SimilarWeb Competitive Intelligence Tools Software Major Product Offerings

7.3.4 SimilarWeb Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.3.5 SimilarWeb Key News

7.4 Klue

7.4.1 Klue Corporate Summary

7.4.2 Klue Business Overview

7.4.3 Klue Competitive Intelligence Tools Software Major Product Offerings

7.4.4 Klue Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.4.5 Klue Key News

7.5 Clootrack Software Labs Private Limited

7.5.1 Clootrack Software Labs Private Limited Corporate Summary

7.5.2 Clootrack Software Labs Private Limited Business Overview

7.5.3 Clootrack Software Labs Private Limited Competitive Intelligence Tools Software Major Product Offerings

7.5.4 Clootrack Software Labs Private Limited Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.5.5 Clootrack Software Labs Private Limited Key News

7.6 Contify

- 7.6.1 Contify Corporate Summary
- 7.6.2 Contify Business Overview
- 7.6.3 Contify Competitive Intelligence Tools Software Major Product Offerings
- 7.6.4 Contify Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)
- 7.6.5 Contify Key News
- 7.7 Digimind
 - 7.7.1 Digimind Corporate Summary
 - 7.7.2 Digimind Business Overview
 - 7.7.3 Digimind Competitive Intelligence Tools Software Major Product Offerings
 - 7.7.4 Digimind Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)
 - 7.7.5 Digimind Key News
- 7.8 Competitors App
 - 7.8.1 Competitors App Corporate Summary
 - 7.8.2 Competitors App Business Overview
 - 7.8.3 Competitors App Competitive Intelligence Tools Software Major Product Offerings
 - 7.8.4 Competitors App Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)
 - 7.8.5 Competitors App Key News
- 7.9 Kompyte
 - 7.9.1 Kompyte Corporate Summary
 - 7.9.2 Kompyte Business Overview
 - 7.9.3 Kompyte Competitive Intelligence Tools Software Major Product Offerings
 - 7.9.4 Kompyte Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)
 - 7.9.5 Kompyte Key News
- 7.10 CI Radar
 - 7.10.1 CI Radar Corporate Summary
 - 7.10.2 CI Radar Business Overview
 - 7.10.3 CI Radar Competitive Intelligence Tools Software Major Product Offerings
 - 7.10.4 CI Radar Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)
 - 7.10.5 CI Radar Key News
- 7.11 Intricately
 - 7.11.1 Intricately Corporate Summary
 - 7.11.2 Intricately Business Overview
 - 7.11.3 Intricately Competitive Intelligence Tools Software Major Product Offerings

7.11.4 Intricately Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.11.5 Intricately Key News

7.12 Cipher Systems

7.12.1 Cipher Systems Corporate Summary

7.12.2 Cipher Systems Business Overview

7.12.3 Cipher Systems Competitive Intelligence Tools Software Major Product Offerings

7.12.4 Cipher Systems Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.12.5 Cipher Systems Key News

7.13 Quid

7.13.1 Quid Corporate Summary

7.13.2 Quid Business Overview

7.13.3 Quid Competitive Intelligence Tools Software Major Product Offerings

7.13.4 Quid Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.13.5 Quid Key News

7.14 Ceralytics

7.14.1 Ceralytics Corporate Summary

7.14.2 Ceralytics Business Overview

7.14.3 Ceralytics Competitive Intelligence Tools Software Major Product Offerings

7.14.4 Ceralytics Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.14.5 Ceralytics Key News

7.15 CompetelQ

7.15.1 CompetelQ Corporate Summary

7.15.2 CompetelQ Business Overview

7.15.3 CompetelQ Competitive Intelligence Tools Software Major Product Offerings

7.15.4 CompetelQ Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.15.5 CompetelQ Key News

7.16 Nichefire

7.16.1 Nichefire Corporate Summary

7.16.2 Nichefire Business Overview

7.16.3 Nichefire Competitive Intelligence Tools Software Major Product Offerings

7.16.4 Nichefire Competitive Intelligence Tools Software Revenue in Global Market (2017-2022)

7.16.5 Nichefire Key News

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Competitive Intelligence Tools Software Market Opportunities & Trends in Global Market

Table 2. Competitive Intelligence Tools Software Market Drivers in Global Market

Table 3. Competitive Intelligence Tools Software Market Restraints in Global Market

Table 4. Key Players of Competitive Intelligence Tools Software in Global Market

Table 5. Top Competitive Intelligence Tools Software Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Competitive Intelligence Tools Software Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Competitive Intelligence Tools Software Revenue Share by Companies, 2017-2022

Table 8. Global Companies Competitive Intelligence Tools Software Product Type

Table 9. List of Global Tier 1 Competitive Intelligence Tools Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Competitive Intelligence Tools Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Competitive Intelligence Tools Software Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Competitive Intelligence Tools Software Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Competitive Intelligence Tools Software Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Competitive Intelligence Tools Software Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Competitive Intelligence Tools Software Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Competitive Intelligence Tools Software Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Competitive Intelligence Tools Software

Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Competitive Intelligence Tools Software

Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2023-2028

Table 30. Crayon Corporate Summary

Table 31. Crayon Competitive Intelligence Tools Software Product Offerings

Table 32. Crayon Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 33. Brandwatch Corporate Summary

Table 34. Brandwatch Competitive Intelligence Tools Software Product Offerings

Table 35. Brandwatch Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 36. SimilarWeb Corporate Summary

Table 37. SimilarWeb Competitive Intelligence Tools Software Product Offerings

Table 38. SimilarWeb Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 39. Klue Corporate Summary

Table 40. Klue Competitive Intelligence Tools Software Product Offerings

Table 41. Klue Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 42. Clootrack Software Labs Private Limited Corporate Summary

Table 43. Clootrack Software Labs Private Limited Competitive Intelligence Tools Software Product Offerings

Table 44. Clootrack Software Labs Private Limited Competitive Intelligence Tools

Software Revenue (US\$, Mn), (2017-2022)

Table 45. Contify Corporate Summary

Table 46. Contify Competitive Intelligence Tools Software Product Offerings

Table 47. Contify Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 48. Digimind Corporate Summary

Table 49. Digimind Competitive Intelligence Tools Software Product Offerings

Table 50. Digimind Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 51. Competitors App Corporate Summary

Table 52. Competitors App Competitive Intelligence Tools Software Product Offerings

Table 53. Competitors App Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 54. Kompyte Corporate Summary

Table 55. Kompyte Competitive Intelligence Tools Software Product Offerings

Table 56. Kompyte Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 57. CI Radar Corporate Summary

Table 58. CI Radar Competitive Intelligence Tools Software Product Offerings

Table 59. CI Radar Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 60. Intricately Corporate Summary

Table 61. Intricately Competitive Intelligence Tools Software Product Offerings

Table 62. Intricately Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 63. Cipher Systems Corporate Summary

Table 64. Cipher Systems Competitive Intelligence Tools Software Product Offerings

Table 65. Cipher Systems Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 66. Quid Corporate Summary

Table 67. Quid Competitive Intelligence Tools Software Product Offerings

Table 68. Quid Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 69. Ceralytics Corporate Summary

Table 70. Ceralytics Competitive Intelligence Tools Software Product Offerings

Table 71. Ceralytics Competitive Intelligence Tools Software Revenue (US\$, Mn), (2017-2022)

Table 72. CompetelQ Corporate Summary

Table 73. CompetelQ Competitive Intelligence Tools Software Product Offerings

Table 74. CompetelQ Competitive Intelligence Tools Software Revenue (US\$, Mn),
(2017-2022)

Table 75. Nichefire Corporate Summary

Table 76. Nichefire Competitive Intelligence Tools Software Product Offerings

Table 77. Nichefire Competitive Intelligence Tools Software Revenue (US\$, Mn),
(2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Competitive Intelligence Tools Software Segment by Type in 2021
- Figure 2. Competitive Intelligence Tools Software Segment by Application in 2021
- Figure 3. Global Competitive Intelligence Tools Software Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Competitive Intelligence Tools Software Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Competitive Intelligence Tools Software Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Competitive Intelligence Tools Software Revenue in 2021
- Figure 8. By Type - Global Competitive Intelligence Tools Software Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Competitive Intelligence Tools Software Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Competitive Intelligence Tools Software Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Competitive Intelligence Tools Software Revenue Market Share, 2017-2028
- Figure 12. US Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Competitive Intelligence Tools Software Revenue Market Share, 2017-2028
- Figure 16. Germany Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 21. Nordic Countries Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia Competitive Intelligence Tools Software Revenue Market Share, 2017-2028

Figure 24. China Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 28. India Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Competitive Intelligence Tools Software Revenue Market Share, 2017-2028

Figure 30. Brazil Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Competitive Intelligence Tools Software Revenue Market Share, 2017-2028

Figure 33. Turkey Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Competitive Intelligence Tools Software Revenue, (US\$, Mn), 2017-2028

Figure 37. Crayon Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Brandwatch Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. SimilarWeb Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Klue Competitive Intelligence Tools Software Revenue Year Over Year

Growth (US\$, Mn) & (2017-2022)

Figure 41. Clootrack Software Labs Private Limited Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Contify Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Digimind Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Competitors App Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Kompyte Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. CI Radar Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Intricately Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Cipher Systems Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Quid Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. Ceralytics Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 51. CompetelQ Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 52. Nichefire Competitive Intelligence Tools Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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