

Influencer Marketing Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Influencer Marketing Software is designed to help companies identify and contact social media influencers who have authority in their given industry.

This report contains market size and forecasts of Influencer Marketing Software in Global, including the following market information:

Global Influencer Marketing Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Influencer Marketing Software market was valued at 6690 million in 2021 and is projected to reach US\$ 17100 million by 2028, at a CAGR of 14.3% during the forecast period.

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

On-Premises Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Influencer Marketing Software include BuzzSumo (Brandwatch), Mention, Marketwired (West), Buzzstream, Olapic, TrendKite, Traackr, GroupHigh and Meltwater, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Influencer Marketing

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 Influencer Marketing Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Influencer Marketing Software Market Segment Percentages, by Type, 2021 (%)

On-Premises

Cloud Based

Global Influencer Marketing Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Influencer Marketing Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprised

SMEs

Global Influencer Marketing Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Influencer Marketing 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 Influencer Marketing Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Influencer Marketing Software revenues share in global market, 2021 (%)

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

BuzzSumo (Brandwatch)

Mention

Marketwired (West)

Buzzstream

Olapic

TrendKite

Traackr

GroupHigh

Meltwater

Agility PR Solutions

Cision

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