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Social Analytics Applications Market, Global Outlook and Forecast 2022-2028

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Abstracts

Social analytics is the process of collecting, measuring, analyzing and interpreting the results of interactions and associations among people, topics and ideas from social media sources. This market examines social analytics solutions covering social filtering, text analytics, sentiment analysis, image analysis and public-facing social media analytics. It focuses on solutions that derive at least 60% of their revenue from Software versus solutions that are mainly based on consulting services

This report contains market size and forecasts of Social Analytics Applications in Global, including the following market information:

Global Social Analytics Applications Market Revenue, 2017-2022, 2023-2028, ($ millions)

Global top five companies in 2021 (%)

The global Social Analytics Applications 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 Social Analytics Applications include Hootsuite, Cision, Mention, Socialbakers, Sprinklr, Khoros, Clarabridge, Synthesio and Adobe, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Social Analytics Applications 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 Social Analytics Applications Market, by Type, 2017-2022, 2023-2028 ($ millions)

Global Social Analytics Applications Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Social Analytics Applications Market, by Application, 2017-2022, 2023-2028 ($ millions)

Global Social Analytics Applications Market Segment Percentages, by Application, 2021 (%)

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

Global Social Analytics Applications Market, By Region and Country, 2017-2022, 2023-2028 ($ Millions)

Global Social Analytics Applications Market Segment Percentages, By Region and Country, 2021 (%)

North America

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- 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

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- 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 Social Analytics Applications revenues in global market, 2017-2022 (estimated), ($ millions)

Key companies Social Analytics Applications revenues share in global market, 2021 (%)

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

- Hootsuite
- Cision
- Mention
- Socialbakers

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Sprinklr

Khoros

Clarabridge

Synthesio

Adobe

Salesforce

Microsoft

NetBase

Oracle

Brandwatch

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