

Social Analytics Service 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 Service in Global, including the following market information:

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

Global top five companies in 2021 (%)

The global Social Analytics Service 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.

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

The global key manufacturers of Social Analytics Service 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.

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

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

Software Services

Consulting Services

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

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

Large Enterprises (1000+ Users)

Medium-Sized Enterprise (499-1000 Users)

Small Enterprises (1-499 Users)

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

Global Social Analytics Service 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 Social Analytics Service revenues in global market, 2017-2022
(estimated), (\$ millions)

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

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

Hootsuite

Cision

Mention

Socialbakers

Sprinklr

Khoros

Clarabridge

Synthesio

Adobe

Salesforce

Microsoft

NetBase

Oracle

Brandwatch

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Social Analytics Service Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Social Analytics Service 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 SOCIAL ANALYTICS SERVICE OVERALL MARKET SIZE

- 2.1 Global Social Analytics Service Market Size: 2021 VS 2028
- 2.2 Global Social Analytics Service 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 Social Analytics Service Players in Global Market
- 3.2 Top Global Social Analytics Service Companies Ranked by Revenue
- 3.3 Global Social Analytics Service Revenue by Companies
- 3.4 Top 3 and Top 5 Social Analytics Service Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Social Analytics Service Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Social Analytics Service Players in Global Market
 - 3.6.1 List of Global Tier 1 Social Analytics Service Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Social Analytics Service Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Social Analytics Service Market Size Markets, 2021 & 2028

4.1.2 Software Services

4.1.3 Consulting Services

4.2 By Type - Global Social Analytics Service Revenue & Forecasts

4.2.1 By Type - Global Social Analytics Service Revenue, 2017-2022

4.2.2 By Type - Global Social Analytics Service Revenue, 2023-2028

4.2.3 By Type - Global Social Analytics Service Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Social Analytics Service Market Size, 2021 & 2028

5.1.2 Large Enterprises (1000+ Users)

5.1.3 Medium-Sized Enterprise (499-1000 Users)

5.1.4 Small Enterprises (1-499 Users)

5.2 By Application - Global Social Analytics Service Revenue & Forecasts

5.2.1 By Application - Global Social Analytics Service Revenue, 2017-2022

5.2.2 By Application - Global Social Analytics Service Revenue, 2023-2028

5.2.3 By Application - Global Social Analytics Service Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Social Analytics Service Market Size, 2021 & 2028

6.2 By Region - Global Social Analytics Service Revenue & Forecasts

6.2.1 By Region - Global Social Analytics Service Revenue, 2017-2022

6.2.2 By Region - Global Social Analytics Service Revenue, 2023-2028

6.2.3 By Region - Global Social Analytics Service Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Social Analytics Service Revenue, 2017-2028

6.3.2 US Social Analytics Service Market Size, 2017-2028

6.3.3 Canada Social Analytics Service Market Size, 2017-2028

6.3.4 Mexico Social Analytics Service Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Social Analytics Service Revenue, 2017-2028

6.4.2 Germany Social Analytics Service Market Size, 2017-2028

6.4.3 France Social Analytics Service Market Size, 2017-2028

6.4.4 U.K. Social Analytics Service Market Size, 2017-2028

6.4.5 Italy Social Analytics Service Market Size, 2017-2028

6.4.6 Russia Social Analytics Service Market Size, 2017-2028

6.4.7 Nordic Countries Social Analytics Service Market Size, 2017-2028

6.4.8 Benelux Social Analytics Service Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Social Analytics Service Revenue, 2017-2028

6.5.2 China Social Analytics Service Market Size, 2017-2028

6.5.3 Japan Social Analytics Service Market Size, 2017-2028

6.5.4 South Korea Social Analytics Service Market Size, 2017-2028

6.5.5 Southeast Asia Social Analytics Service Market Size, 2017-2028

6.5.6 India Social Analytics Service Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Social Analytics Service Revenue, 2017-2028

6.6.2 Brazil Social Analytics Service Market Size, 2017-2028

6.6.3 Argentina Social Analytics Service Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Social Analytics Service Revenue, 2017-2028

6.7.2 Turkey Social Analytics Service Market Size, 2017-2028

6.7.3 Israel Social Analytics Service Market Size, 2017-2028

6.7.4 Saudi Arabia Social Analytics Service Market Size, 2017-2028

6.7.5 UAE Social Analytics Service Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Hootsuite

7.1.1 Hootsuite Corporate Summary

7.1.2 Hootsuite Business Overview

7.1.3 Hootsuite Social Analytics Service Major Product Offerings

7.1.4 Hootsuite Social Analytics Service Revenue in Global Market (2017-2022)

7.1.5 Hootsuite Key News

7.2 Cision

7.2.1 Cision Corporate Summary

7.2.2 Cision Business Overview

7.2.3 Cision Social Analytics Service Major Product Offerings

7.2.4 Cision Social Analytics Service Revenue in Global Market (2017-2022)

7.2.5 Cision Key News

7.3 Mention

7.3.1 Mention Corporate Summary

7.3.2 Mention Business Overview

7.3.3 Mention Social Analytics Service Major Product Offerings

7.3.4 Mention Social Analytics Service Revenue in Global Market (2017-2022)

7.3.5 Mention Key News

7.4 Socialbakers

7.4.1 Socialbakers Corporate Summary

7.4.2 Socialbakers Business Overview

7.4.3 Socialbakers Social Analytics Service Major Product Offerings

7.4.4 Socialbakers Social Analytics Service Revenue in Global Market (2017-2022)

7.4.5 Socialbakers Key News

7.5 Sprinklr

7.5.1 Sprinklr Corporate Summary

7.5.2 Sprinklr Business Overview

7.5.3 Sprinklr Social Analytics Service Major Product Offerings

7.5.4 Sprinklr Social Analytics Service Revenue in Global Market (2017-2022)

7.5.5 Sprinklr Key News

7.6 Khoros

7.6.1 Khoros Corporate Summary

7.6.2 Khoros Business Overview

7.6.3 Khoros Social Analytics Service Major Product Offerings

7.6.4 Khoros Social Analytics Service Revenue in Global Market (2017-2022)

7.6.5 Khoros Key News

7.7 Clarabridge

7.7.1 Clarabridge Corporate Summary

7.7.2 Clarabridge Business Overview

7.7.3 Clarabridge Social Analytics Service Major Product Offerings

7.7.4 Clarabridge Social Analytics Service Revenue in Global Market (2017-2022)

7.7.5 Clarabridge Key News

7.8 Synthesio

7.8.1 Synthesio Corporate Summary

7.8.2 Synthesio Business Overview

7.8.3 Synthesio Social Analytics Service Major Product Offerings

7.8.4 Synthesio Social Analytics Service Revenue in Global Market (2017-2022)

7.8.5 Synthesio Key News

7.9 Adobe

7.9.1 Adobe Corporate Summary

7.9.2 Adobe Business Overview

7.9.3 Adobe Social Analytics Service Major Product Offerings

7.9.4 Adobe Social Analytics Service Revenue in Global Market (2017-2022)

7.9.5 Adobe Key News

7.10 Salesforce

7.10.1 Salesforce Corporate Summary

7.10.2 Salesforce Business Overview

7.10.3 Salesforce Social Analytics Service Major Product Offerings

7.10.4 Salesforce Social Analytics Service Revenue in Global Market (2017-2022)

7.10.5 Salesforce Key News

7.11 Microsoft

7.11.1 Microsoft Corporate Summary

7.11.2 Microsoft Business Overview

7.11.3 Microsoft Social Analytics Service Major Product Offerings

7.11.4 Microsoft Social Analytics Service Revenue in Global Market (2017-2022)

7.11.5 Microsoft Key News

7.12 NetBase

7.12.1 NetBase Corporate Summary

7.12.2 NetBase Business Overview

7.12.3 NetBase Social Analytics Service Major Product Offerings

7.12.4 NetBase Social Analytics Service Revenue in Global Market (2017-2022)

7.12.5 NetBase Key News

7.13 Oracle

7.13.1 Oracle Corporate Summary

7.13.2 Oracle Business Overview

7.13.3 Oracle Social Analytics Service Major Product Offerings

7.13.4 Oracle Social Analytics Service Revenue in Global Market (2017-2022)

7.13.5 Oracle Key News

7.14 Brandwatch

7.14.1 Brandwatch Corporate Summary

7.14.2 Brandwatch Business Overview

7.14.3 Brandwatch Social Analytics Service Major Product Offerings

7.14.4 Brandwatch Social Analytics Service Revenue in Global Market (2017-2022)

7.14.5 Brandwatch 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. Social Analytics Service Market Opportunities & Trends in Global Market

Table 2. Social Analytics Service Market Drivers in Global Market

Table 3. Social Analytics Service Market Restraints in Global Market

Table 4. Key Players of Social Analytics Service in Global Market

Table 5. Top Social Analytics Service Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Social Analytics Service Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Social Analytics Service Revenue Share by Companies, 2017-2022

Table 8. Global Companies Social Analytics Service Product Type

Table 9. List of Global Tier 1 Social Analytics Service Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Social Analytics Service Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Social Analytics Service Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Social Analytics Service Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Social Analytics Service Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Social Analytics Service Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Social Analytics Service Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Social Analytics Service Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Social Analytics Service Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Social Analytics Service Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Social Analytics Service Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Social Analytics Service Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Social Analytics Service Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Social Analytics Service Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Social Analytics Service Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Social Analytics Service Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Social Analytics Service Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Social Analytics Service Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Social Analytics Service Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Social Analytics Service Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Social Analytics Service Revenue, (US\$, Mn), 2023-2028

Table 30. Hootsuite Corporate Summary

Table 31. Hootsuite Social Analytics Service Product Offerings

Table 32. Hootsuite Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 33. Cision Corporate Summary

Table 34. Cision Social Analytics Service Product Offerings

Table 35. Cision Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 36. Mention Corporate Summary

Table 37. Mention Social Analytics Service Product Offerings

Table 38. Mention Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 39. Socialbakers Corporate Summary

Table 40. Socialbakers Social Analytics Service Product Offerings

Table 41. Socialbakers Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 42. Sprinklr Corporate Summary

Table 43. Sprinklr Social Analytics Service Product Offerings

Table 44. Sprinklr Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 45. Khoros Corporate Summary

Table 46. Khoros Social Analytics Service Product Offerings

Table 47. Khoros Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 48. Clarabridge Corporate Summary

Table 49. Clarabridge Social Analytics Service Product Offerings

Table 50. Clarabridge Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 51. Synthesio Corporate Summary

Table 52. Synthesio Social Analytics Service Product Offerings

Table 53. Synthesio Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 54. Adobe Corporate Summary

Table 55. Adobe Social Analytics Service Product Offerings

Table 56. Adobe Social Analytics Service Revenue (US\$, Mn), (2017-2022)

Table 57. Salesforce Corporate Summary

Table 58. Salesforce Social Analytics Service Product Offerings

Table 59. Salesforce Social Analytics Service Revenue (US\$, Mn), (2017-2022)
Table 60. Microsoft Corporate Summary
Table 61. Microsoft Social Analytics Service Product Offerings
Table 62. Microsoft Social Analytics Service Revenue (US\$, Mn), (2017-2022)
Table 63. NetBase Corporate Summary
Table 64. NetBase Social Analytics Service Product Offerings
Table 65. NetBase Social Analytics Service Revenue (US\$, Mn), (2017-2022)
Table 66. Oracle Corporate Summary
Table 67. Oracle Social Analytics Service Product Offerings
Table 68. Oracle Social Analytics Service Revenue (US\$, Mn), (2017-2022)
Table 69. Brandwatch Corporate Summary
Table 70. Brandwatch Social Analytics Service Product Offerings
Table 71. Brandwatch Social Analytics Service Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Social Analytics Service Segment by Type in 2021
- Figure 2. Social Analytics Service Segment by Application in 2021
- Figure 3. Global Social Analytics Service Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Social Analytics Service Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Social Analytics Service Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Social Analytics Service Revenue in 2021
- Figure 8. By Type - Global Social Analytics Service Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Social Analytics Service Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Social Analytics Service Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Social Analytics Service Revenue Market Share, 2017-2028
- Figure 12. US Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Social Analytics Service Revenue Market Share, 2017-2028
- Figure 16. Germany Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Social Analytics Service Revenue Market Share, 2017-2028
- Figure 24. China Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 27. Southeast Asia Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 28. India Social Analytics Service Revenue, (US\$, Mn), 2017-2028
- Figure 29. By Country - South America Social Analytics Service Revenue Market Share,

2017-2028

Figure 30. Brazil Social Analytics Service Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Social Analytics Service Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Social Analytics Service Revenue Market Share, 2017-2028

Figure 33. Turkey Social Analytics Service Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Social Analytics Service Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Social Analytics Service Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Social Analytics Service Revenue, (US\$, Mn), 2017-2028

Figure 37. Hootsuite Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Cision Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Mention Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Socialbakers Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Sprinklr Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Khoros Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Clarabridge Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Synthesio Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Adobe Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Salesforce Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Microsoft Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. NetBase Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Oracle Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. Brandwatch Social Analytics Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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