

Social Customer Relationship Management (CRM) Software Market - Global Outlook and Forecast 2022-2028

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Abstracts

Social CRM is an evolution of CRM, which uses social media services, techniques, and technology to enable organizations engage with their target customers. It is a business strategy, supported by technology platform, business processes, and social network, which helps to engage customers in a collaborative manner to provide mutual benefits to both parties. Social CRM has various applications including marketing, sales, customer services, social engagement with prospective customers, and social support to customers.

This report contains market size and forecasts of Social Customer Relationship Management (CRM) Software in Global, including the following market information:

Global Social Customer Relationship Management (CRM) Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Social Customer Relationship Management (CRM) 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 Social Customer Relationship Management (CRM) Software include Salesforce.com, SAP AG, Oracle, Microsoft Dynamics CRM, Jive Software, Lithium Technologies, Visible Technologies, Artesian Solutions and Bazaarvoice, 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 Customer Relationship Management (CRM) 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 Social Customer Relationship Management (CRM) Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Social Customer Relationship Management (CRM) Software Market Segment Percentages, by Type, 2021 (%)

Cloud-based

On-premises

Global Social Customer Relationship Management (CRM) Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Social Customer Relationship Management (CRM) Software Market Segment Percentages, by Application, 2021 (%)

SMEs

Large Enterprises

Others

Global Social Customer Relationship Management (CRM) Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Social Customer Relationship Management (CRM) 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 Social Customer Relationship Management (CRM) Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Social Customer Relationship Management (CRM) Software revenues share in global market, 2021 (%)

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

Salesforce.com

SAP AG

Oracle

Microsoft Dynamics CRM

Jive Software

Lithium Technologies

Visible Technologies

Artesian Solutions

Bazaarvoice

QuestBack

Attensity Group

Leaf Group

Kana Software

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