

Social Media Analytics Market - Global Outlook and Forecast 2021-2027

<https://marketpublishers.com/r/S298EB11B169EN.html>

Date: January 2021

Pages: 106

Price: US\$ 3,250.00 (Single User License)

ID: S298EB11B169EN

Abstracts

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

Global Social Media Analytics Market Revenue, 2016-2021, 2022-2027, (\$ millions)

Global top five companies in 2020 (%)

The global Social Media Analytics market was valued at xx million in 2020 and is projected to reach US\$ xx million by 2027, at a CAGR of xx% during the forecast period.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Social Media Analytics 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 Media Analytics Market, By Type, 2016-2021, 2022-2027 (\$ millions)

Global Social Media Analytics Market Segment Percentages, By Type, 2020 (%)

Customer Segmentation and Targeting

Multichannel Campaign Management

Competitor Benchmarking

Customer Behavioral Analysis

Marketing Measurement

Other

China Social Media Analytics Market, By Application, 2016-2021, 2022-2027 (\$ millions)
China Social Media Analytics Market Segment Percentages, By Application, 2020 (%)

Banking, Financial Services and Insurance (BFSI)

Telecommunications and IT

Retail

Healthcare

Government

Media and Entertainment

Transportation and Logistics

Others

Global Social Media Analytics Market, By Region and Country, 2016-2021, 2022-2027
(\$ Millions)

Global Social Media Analytics Market Segment Percentages, By Region and Country,
2020 (%)

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:

Total Social Media Analytics Market Competitors Revenues in Global, by Players
2016-2021 (Estimated), (\$ millions)

Total Social Media Analytics Market Competitors Revenues Share in Global, by Players
2020 (%)

Further, the report presents profiles of competitors in the market, including the following:

IBM

Oracle

Salesforce

Adobe Systems

SAS Institute

Clarabridge

Netbase Solutions

Brandwatch

Talkwalker

GoodData

Crimson Hexagon

Simply Measured

Sysomos

Digimind

Unmetric

Cision US

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Social Media Analytics Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Social Media Analytics 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 MEDIA ANALYTICS OVERALL MARKET SIZE

- 2.1 Global Social Media Analytics Market Size: 2021 VS 2027
- 2.2 Global Social Media Analytics Market Size, Prospects & Forecasts: 2016-2027
- 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 Media Analytics Players in Global Market
- 3.2 Top Global Social Media Analytics Companies Ranked by Revenue
- 3.3 Global Social Media Analytics Revenue by Companies
- 3.4 Top 3 and Top 5 Social Media Analytics Companies in Global Market, by Revenue in 2020
- 3.5 Global Companies Social Media Analytics Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Social Media Analytics Players in Global Market
 - 3.6.1 List of Global Tier 1 Social Media Analytics Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Social Media Analytics Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

- 4.1.1 By Type - Global Social Media Analytics Market Size Markets, 2021 & 2027
- 4.1.2 Customer Segmentation and Targeting
- 4.1.3 Multichannel Campaign Management
- 4.1.4 Competitor Benchmarking
- 4.1.5 Customer Behavioral Analysis
- 4.1.6 Marketing Measurement
- 4.1.7 Other

4.2 By Type - Global Social Media Analytics Revenue & Forecasts

- 4.2.1 By Type - Global Social Media Analytics Revenue, 2016-2021
- 4.2.2 By Type - Global Social Media Analytics Revenue, 2022-2027
- 4.2.3 By Type - Global Social Media Analytics Revenue Market Share, 2016-2027

5 SIGHTS BY APPLICATION

5.1 Overview

- 5.1.1 By Application - Global Social Media Analytics Market Size, 2021 & 2027
- 5.1.2 Banking, Financial Services and Insurance (BFSI)
- 5.1.3 Telecommunications and IT
- 5.1.4 Retail
- 5.1.5 Healthcare
- 5.1.6 Government
- 5.1.7 Media and Entertainment
- 5.1.8 Transportation and Logistics
- 5.1.9 Others

5.2 By Application - Global Social Media Analytics Revenue & Forecasts

- 5.2.1 By Application - Global Social Media Analytics Revenue, 2016-2021
- 5.2.2 By Application - Global Social Media Analytics Revenue, 2022-2027
- 5.2.3 By Application - Global Social Media Analytics Revenue Market Share, 2016-2027

6 SIGHTS BY REGION

6.1 By Region - Global Social Media Analytics Market Size, 2021 & 2027

6.2 By Region - Global Social Media Analytics Revenue & Forecasts

- 6.2.1 By Region - Global Social Media Analytics Revenue, 2016-2021
- 6.2.2 By Region - Global Social Media Analytics Revenue, 2022-2027
- 6.2.3 By Region - Global Social Media Analytics Revenue Market Share, 2016-2027

6.3 North America

6.3.1 By Country - North America Social Media Analytics Revenue, 2016-2027

6.3.2 US Social Media Analytics Market Size, 2016-2027

6.3.3 Canada Social Media Analytics Market Size, 2016-2027

6.3.4 Mexico Social Media Analytics Market Size, 2016-2027

6.4 Europe

6.4.1 By Country - Europe Social Media Analytics Revenue, 2016-2027

6.4.2 Germany Social Media Analytics Market Size, 2016-2027

6.4.3 France Social Media Analytics Market Size, 2016-2027

6.4.4 U.K. Social Media Analytics Market Size, 2016-2027

6.4.5 Italy Social Media Analytics Market Size, 2016-2027

6.4.6 Russia Social Media Analytics Market Size, 2016-2027

6.4.7 Nordic Countries Social Media Analytics Market Size, 2016-2027

6.4.8 Benelux Social Media Analytics Market Size, 2016-2027

6.5 Asia

6.5.1 By Region - Asia Social Media Analytics Revenue, 2016-2027

6.5.2 China Social Media Analytics Market Size, 2016-2027

6.5.3 Japan Social Media Analytics Market Size, 2016-2027

6.5.4 South Korea Social Media Analytics Market Size, 2016-2027

6.5.5 Southeast Asia Social Media Analytics Market Size, 2016-2027

6.5.6 India Social Media Analytics Market Size, 2016-2027

6.6 South America

6.6.1 By Country - South America Social Media Analytics Revenue, 2016-2027

6.6.2 Brazil Social Media Analytics Market Size, 2016-2027

6.6.3 Argentina Social Media Analytics Market Size, 2016-2027

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Social Media Analytics Revenue, 2016-2027

6.7.2 Turkey Social Media Analytics Market Size, 2016-2027

6.7.3 Israel Social Media Analytics Market Size, 2016-2027

6.7.4 Saudi Arabia Social Media Analytics Market Size, 2016-2027

6.7.5 UAE Social Media Analytics Market Size, 2016-2027

7 PLAYERS PROFILES

7.1 IBM

7.1.1 IBM Corporate Summary

7.1.2 IBM Business Overview

7.1.3 IBM Social Media Analytics Major Product Offerings

7.1.4 IBM Social Media Analytics Revenue in Global (2016-2021)

7.1.5 IBM Key News

7.2 Oracle

7.2.1 Oracle Corporate Summary

7.2.2 Oracle Business Overview

7.2.3 Oracle Social Media Analytics Major Product Offerings

7.2.4 Oracle Social Media Analytics Revenue in Global (2016-2021)

7.2.5 Oracle Key News

7.3 Salesforce

7.3.1 Salesforce Corporate Summary

7.3.2 Salesforce Business Overview

7.3.3 Salesforce Social Media Analytics Major Product Offerings

7.3.4 Salesforce Social Media Analytics Revenue in Global (2016-2021)

7.3.5 Salesforce Key News

7.4 Adobe Systems

7.4.1 Adobe Systems Corporate Summary

7.4.2 Adobe Systems Business Overview

7.4.3 Adobe Systems Social Media Analytics Major Product Offerings

7.4.4 Adobe Systems Social Media Analytics Revenue in Global (2016-2021)

7.4.5 Adobe Systems Key News

7.5 SAS Institute

7.5.1 SAS Institute Corporate Summary

7.5.2 SAS Institute Business Overview

7.5.3 SAS Institute Social Media Analytics Major Product Offerings

7.5.4 SAS Institute Social Media Analytics Revenue in Global (2016-2021)

7.5.5 SAS Institute Key News

7.6 Clarabridge

7.6.1 Clarabridge Corporate Summary

7.6.2 Clarabridge Business Overview

7.6.3 Clarabridge Social Media Analytics Major Product Offerings

7.6.4 Clarabridge Social Media Analytics Revenue in Global (2016-2021)

7.6.5 Clarabridge Key News

7.7 Netbase Solutions

7.7.1 Netbase Solutions Corporate Summary

7.7.2 Netbase Solutions Business Overview

7.7.3 Netbase Solutions Social Media Analytics Major Product Offerings

7.7.4 Netbase Solutions Social Media Analytics Revenue in Global (2016-2021)

7.7.5 Netbase Solutions Key News

7.8 Brandwatch

7.8.1 Brandwatch Corporate Summary

7.8.2 Brandwatch Business Overview

- 7.8.3 Brandwatch Social Media Analytics Major Product Offerings
- 7.8.4 Brandwatch Social Media Analytics Revenue in Global (2016-2021)
- 7.8.5 Brandwatch Key News
- 7.9 Talkwalker
 - 7.9.1 Talkwalker Corporate Summary
 - 7.9.2 Talkwalker Business Overview
 - 7.9.3 Talkwalker Social Media Analytics Major Product Offerings
 - 7.9.4 Talkwalker Social Media Analytics Revenue in Global (2016-2021)
 - 7.9.5 Talkwalker Key News
- 7.10 GoodData
 - 7.10.1 GoodData Corporate Summary
 - 7.10.2 GoodData Business Overview
 - 7.10.3 GoodData Social Media Analytics Major Product Offerings
 - 7.10.4 GoodData Social Media Analytics Revenue in Global (2016-2021)
 - 7.10.5 GoodData Key News
- 7.11 Crimson Hexagon
 - 7.11.1 Crimson Hexagon Corporate Summary
 - 7.11.2 Crimson Hexagon Business Overview
 - 7.11.3 Crimson Hexagon Social Media Analytics Major Product Offerings
 - 7.11.4 Crimson Hexagon Social Media Analytics Revenue in Global (2016-2021)
 - 7.11.5 Crimson Hexagon Key News
- 7.12 Simply Measured
 - 7.12.1 Simply Measured Corporate Summary
 - 7.12.2 Simply Measured Business Overview
 - 7.12.3 Simply Measured Social Media Analytics Major Product Offerings
 - 7.12.4 Simply Measured Social Media Analytics Revenue in Global (2016-2021)
 - 7.12.5 Simply Measured Key News
- 7.13 Sysomos
 - 7.13.1 Sysomos Corporate Summary
 - 7.13.2 Sysomos Business Overview
 - 7.13.3 Sysomos Social Media Analytics Major Product Offerings
 - 7.13.4 Sysomos Social Media Analytics Revenue in Global (2016-2021)
 - 7.13.5 Sysomos Key News
- 7.14 Digimind
 - 7.14.1 Digimind Corporate Summary
 - 7.14.2 Digimind Business Overview
 - 7.14.3 Digimind Social Media Analytics Major Product Offerings
 - 7.14.4 Digimind Social Media Analytics Revenue in Global (2016-2021)
 - 7.14.5 Digimind Key News

7.15 Unmetric

7.15.1 Unmetric Corporate Summary

7.15.2 Unmetric Business Overview

7.15.3 Unmetric Social Media Analytics Major Product Offerings

7.15.4 Unmetric Social Media Analytics Revenue in Global (2016-2021)

7.15.5 Unmetric Key News

7.16 Cision US

7.16.1 Cision US Corporate Summary

7.16.2 Cision US Business Overview

7.16.3 Cision US Social Media Analytics Major Product Offerings

7.16.4 Cision US Social Media Analytics Revenue in Global (2016-2021)

7.16.5 Cision US 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 Media Analytics Market Opportunities & Trends in Global Market

Table 2. Social Media Analytics Market Drivers in Global Market

Table 3. Social Media Analytics Market Restraints in Global Market

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

Table 5. Top Social Media Analytics Players in Global Market, Ranking by Revenue (2019)

Table 6. Global Social Media Analytics Revenue by Companies, (US\$, Mn), 2016-2021

Table 7. Global Social Media Analytics Revenue Share by Companies, 2016-2021

Table 8. Global Companies Social Media Analytics Product Type

Table 9. List of Global Tier 1 Social Media Analytics Companies, Revenue (US\$, Mn) in 2020 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Social Media Analytics Companies, Revenue (US\$, Mn) in 2020 and Market Share

Table 11. By Type – Global Social Media Analytics Revenue, (US\$, Mn), 2021 VS 2027

Table 12. By Type - Social Media Analytics Revenue in Global (US\$, Mn), 2016-2021

Table 13. By Type - Social Media Analytics Revenue in Global (US\$, Mn), 2022-2027

Table 14. By Application – Global Social Media Analytics Revenue, (US\$, Mn), 2021 VS 2027

Table 15. By Application - Social Media Analytics Revenue in Global (US\$, Mn), 2016-2021

Table 16. By Application - Social Media Analytics Revenue in Global (US\$, Mn), 2022-2027

Table 17. By Region – Global Social Media Analytics Revenue, (US\$, Mn), 2021 VS 2027

Table 18. By Region - Global Social Media Analytics Revenue (US\$, Mn), 2016-2021

Table 19. By Region - Global Social Media Analytics Revenue (US\$, Mn), 2022-2027

Table 20. By Country - North America Social Media Analytics Revenue, (US\$, Mn), 2016-2021

Table 21. By Country - North America Social Media Analytics Revenue, (US\$, Mn), 2022-2027

Table 22. By Country - Europe Social Media Analytics Revenue, (US\$, Mn), 2016-2021

Table 23. By Country - Europe Social Media Analytics Revenue, (US\$, Mn), 2022-2027

Table 24. By Region - Asia Social Media Analytics Revenue, (US\$, Mn), 2016-2021

Table 25. By Region - Asia Social Media Analytics Revenue, (US\$, Mn), 2022-2027

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

2016-2021

Table 27. By Country - South America Social Media Analytics Revenue, (US\$, Mn), 2022-2027

Table 28. By Country - Middle East & Africa Social Media Analytics Revenue, (US\$, Mn), 2016-2021

Table 29. By Country - Middle East & Africa Social Media Analytics Revenue, (US\$, Mn), 2022-2027

Table 30. IBM Corporate Summary

Table 31. IBM Social Media Analytics Product Offerings

Table 32. IBM Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 33. Oracle Corporate Summary

Table 34. Oracle Social Media Analytics Product Offerings

Table 35. Oracle Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 36. Salesforce Corporate Summary

Table 37. Salesforce Social Media Analytics Product Offerings

Table 38. Salesforce Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 39. Adobe Systems Corporate Summary

Table 40. Adobe Systems Social Media Analytics Product Offerings

Table 41. Adobe Systems Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 42. SAS Institute Corporate Summary

Table 43. SAS Institute Social Media Analytics Product Offerings

Table 44. SAS Institute Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 45. Clarabridge Corporate Summary

Table 46. Clarabridge Social Media Analytics Product Offerings

Table 47. Clarabridge Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 48. Netbase Solutions Corporate Summary

Table 49. Netbase Solutions Social Media Analytics Product Offerings

Table 50. Netbase Solutions Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 51. Brandwatch Corporate Summary

Table 52. Brandwatch Social Media Analytics Product Offerings

Table 53. Brandwatch Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 54. Talkwalker Corporate Summary

Table 55. Talkwalker Social Media Analytics Product Offerings

Table 56. Talkwalker Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 57. GoodData Corporate Summary

Table 58. GoodData Social Media Analytics Product Offerings

Table 59. GoodData Social Media Analytics Revenue (US\$, Mn), (2016-2021)

Table 60. Crimson Hexagon Corporate Summary

Table 61. Crimson Hexagon Social Media Analytics Product Offerings

- Table 62. Crimson Hexagon Social Media Analytics Revenue (US\$, Mn), (2016-2021)
- Table 63. Simply Measured Corporate Summary
- Table 64. Simply Measured Social Media Analytics Product Offerings
- Table 65. Simply Measured Social Media Analytics Revenue (US\$, Mn), (2016-2021)
- Table 66. Sysomos Corporate Summary
- Table 67. Sysomos Social Media Analytics Product Offerings
- Table 68. Sysomos Social Media Analytics Revenue (US\$, Mn), (2016-2021)
- Table 69. Digimind Corporate Summary
- Table 70. Digimind Social Media Analytics Product Offerings
- Table 71. Digimind Social Media Analytics Revenue (US\$, Mn), (2016-2021)
- Table 72. Unmetric Corporate Summary
- Table 73. Unmetric Social Media Analytics Product Offerings
- Table 74. Unmetric Social Media Analytics Revenue (US\$, Mn), (2016-2021)
- Table 75. Cision US Corporate Summary
- Table 76. Cision US Social Media Analytics Product Offerings
- Table 77. Cision US Social Media Analytics Revenue (US\$, Mn), (2016-2021)

List Of Figures

LIST OF FIGURES

- Figure 1. Social Media Analytics Segment by Type
- Figure 2. Social Media Analytics Segment by Application
- Figure 3. Global Social Media Analytics Market Overview: 2020
- Figure 4. Key Caveats
- Figure 5. Global Social Media Analytics Market Size: 2021 VS 2027 (US\$, Mn)
- Figure 6. Global Social Media Analytics Revenue, 2016-2027 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Social Media Analytics Revenue in 2020
- Figure 8. By Type - Global Social Media Analytics Revenue Market Share, 2016-2027
- Figure 9. By Application - Global Social Media Analytics Revenue Market Share, 2016-2027
- Figure 10. By Region - Global Social Media Analytics Revenue Market Share, 2016-2027
- Figure 11. By Country - North America Social Media Analytics Revenue Market Share, 2016-2027
- Figure 12. US Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 13. Canada Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 14. Mexico Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 15. By Country - Europe Social Media Analytics Revenue Market Share, 2016-2027
- Figure 16. Germany Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 17. France Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 18. U.K. Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 19. Italy Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 20. Russia Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 21. Nordic Countries Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 22. Benelux Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 23. By Region - Asia Social Media Analytics Revenue Market Share, 2016-2027
- Figure 24. China Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 25. Japan Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 26. South Korea Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 27. Southeast Asia Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 28. India Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 29. By Country - South America Social Media Analytics Revenue Market Share, 2016-2027

- Figure 30. Brazil Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 31. Argentina Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 32. By Country - Middle East & Africa Social Media Analytics Revenue Market Share, 2016-2027
- Figure 33. Turkey Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 34. Israel Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 35. Saudi Arabia Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 36. UAE Social Media Analytics Revenue, (US\$, Mn), 2016-2027
- Figure 37. IBM Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 38. Oracle Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 39. Salesforce Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 40. Adobe Systems Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 41. SAS Institute Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 42. Clarabridge Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 43. Netbase Solutions Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 44. Brandwatch Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 45. Talkwalker Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 46. GoodData Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 47. Crimson Hexagon Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 48. Simply Measured Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 49. Sysomos Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 50. Digimind Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)
- Figure 51. Unmetric Social Media Analytics Revenue Year Over Year Growth (US\$, Mn) & (2016-2021)

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