

Social Media Monitoring Platform Market, Global Outlook and Forecast 2022-2028

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Abstracts

Social media monitoring platform provides functionality for listening, tracking, and gathering relevant content across wide ranges of social media. Social media monitoring products are used by social media, marketing, and communications teams to identify trends, track competitors, and understand customer sentiment. The products can also be used by researchers to gain information on social trends or by media outlets to identify breaking news.

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

Global Social Media Monitoring Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Social Media Monitoring Platform market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

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 Media Monitoring Platform include Zoho, Salesforce, Sprinklr, Digimind, LexisNexis, Crowd Analyzer, Meltwater, Lucidya and

Hootsuite, 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 Media Monitoring Platform 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 Monitoring Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Social Media Monitoring Platform Market Segment Percentages, by Type, 2021 (%)

Cloud Based

On-premises

Global Social Media Monitoring Platform Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Social Media Monitoring Platform Market Segment Percentages, by Application, 2021 (%)

Telecomm

BFSI

Retail

Government

Other

Global Social Media Monitoring Platform Market, By Region and Country, 2017-2022,

2023-2028 (\$ Millions)

Global Social Media Monitoring Platform 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 Media Monitoring Platform revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Social Media Monitoring Platform revenues share in global market, 2021 (%)

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

Zoho

Salesforce

Sprinklr

Digimind

LexisNexis

Crowd Analyzer

Meltwater

Lucidya

Hootsuite

Talkwalker

Nexalogy

Mentionlytics

Reputology

Tweepsmap

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