

Social Media Monitoring Tools Market - Global Outlook and Forecast 2022-2028

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Abstracts

Social Media Monitoring Tools is a software equipped with various functionalities for tracking, listening, and gathering relevant content across various social media networks.

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

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

Global top five companies in 2021 (%)

The global Social Media Monitoring Tools 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 Platform Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Social Media Monitoring Tools include Salesforce, Oracle, Lithium Technologies, Hootsuite, Sysomos, Union Metrics, Klout, BuzzSumo and Webtrends and 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

Tools 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 Tools Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Software Platform

Professional Service

Managed Services

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

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

Retail & Consumer Goods

Education

BFSI

Media & Entertainment

Telecommunication

Travel & Hospitality

Others

Global Social Media Monitoring Tools Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

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

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

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

Salesforce

Oracle

Lithium Technologies

Hootsuite

Sysomos

Union Metrics

Klout

BuzzSumo

Webtrends

Zoho

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