

User-generated content (UGC) Platforms Market, Global Outlook and Forecast 2022-2028

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Abstracts

User-generated content (UGC) Platforms, also known as customer-generated content (CGC) platforms, help brands collect visual product or company mentions from social media and other sources to repurpose for marketing efforts. UGC can add personalized, timely messaging to any and all customer touchpoints, and is an increasingly impactful alternative or supplement to traditional advertising.

This report contains market size and forecasts of User-generated content (UGC) Platforms in Global, including the following market information:

Global User-generated content (UGC) Platforms Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global User-generated content (UGC) Platforms 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.

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

The global key manufacturers of User-generated content (UGC) Platforms include Wikipedia, Fandom, Facebook, Automattic (WordPress), Twitter, YouTube, Baidu, A Medium Corporation and Endurance International Group, etc. In 2021, the global top

five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the User-generated content (UGC) Platforms 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 User-generated content (UGC) Platforms Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global User-generated content (UGC) Platforms Market Segment Percentages, by Type, 2021 (%)

Blogs

Websites

Video

Advertising

Retailers

Educational

Others

Global User-generated content (UGC) Platforms Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global User-generated content (UGC) Platforms Market Segment Percentages, by Application, 2021 (%)

Individual

Government/Public Sector

Retail and E-Commerce

IT & Telecommunication

Others (Manufacturing, Healthcare, etc.)

Global User-generated content (UGC) Platforms Market, By Region and Country,
2017-2022, 2023-2028 (\$ Millions)

Global User-generated content (UGC) Platforms 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:

User-generated content (UGC) Platforms Market, Global Outlook and Forecast 2022-2028

Key companies User-generated content (UGC) Platforms revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies User-generated content (UGC) Platforms revenues share in global market, 2021 (%)

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

Wikipedia

Fandom

Facebook

Automattic (WordPress)

Twitter

YouTube

Baidu

A Medium Corporation

Endurance International Group

DealsPlus

DeNA (Showroom)

Instagram

Pinterest

Linkedin

Snapchat

SNOW

Cookpad

DELY(KURASHIRU)

Yelp

Kakaku.com (Tabelog)

Niwango (Niconico)

Twitch

Mirrativ

Mercari

Pixiv

Zenly

Reddit

Tumblr

AbemaTV

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