

Crowd Analytics Market: Global Market Size, Forecast, Insights, and Competitive Landscape

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Abstracts

The global crowd analytics market is expected to grow at a CAGR of around 21.7% during 2023-2030. This report on global crowd analytics market report provides holistic understanding of the market along with market sizing, forecast, drivers, challenges, and competitive landscape. The report presents a clear picture of the global crowd analytics market by segmenting the market based on component, application, deployment mode, organization size, industry vertical and region. Also, detailed profiles of companies operating in the crowd analytics market are provided in this report. We believe that this report will aid the professionals and industry stakeholders in making informed decision.

Market Drivers

Increase in the Number of Air and Train Passengers

Growth in Security & Surveillance Concerns

Market Challenges

Lack of IT Infrastructure in Underdeveloped Economies

Historical & Forecast Period

Base Year: 2022

Historical Period: 2018-2022

Forecast Period: 2023-2030

Market by Component

Standalone Solution

Services

By professional services

§ System integration

§ Training and education

§ Support and maintenance

§ Consulting

By managed services

Market by Application

Customer management

Marketing campaign measurement

Market forecasting

Pricing analytics

Revenue optimization

Incident response and alerting

Others

Market by Deployment Mode

Cloud

On-premises

Market by Organization Size

Small and Medium Enterprises (SMEs)

Large enterprises

Market by Industry Vertical

Consumer Packaged Goods (CPG) and retail

Travel and tourism

Transportation

Media and entertainment

Public safety

Healthcare and life sciences

Banking, Financial Services and Insurance (BFSI)

Others

Market by Region

Europe

Germany

United Kingdom

France

Italy

Spain

Russia

Netherlands

Rest of Europe

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Rest of Asia Pacific

Latin America

Mexico

Brazil

Argentina

Rest of Latin America

Middle East & Africa

Saudi Arabia

Turkey

Iran

United Arab Emirates

Rest of Middle East & Africa

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