

# **Cloud Social Media Management Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type**

<https://marketpublishers.com/r/CE7DECEFE63EN.html>

Date: February 2025

Pages: 118

Price: US\$ 3,200.00 (Single User License)

ID: CE7DECEFE63EN

## **Abstracts**

### **Cloud Social Media Management Market Overview**

Over the past decade, the growth of social media platforms has significantly transformed how businesses interact with consumers. As organizations increasingly recognize the value of managing their online presence, the Cloud Social Media Management market has emerged as a crucial component of digital marketing strategies. By providing tools for scheduling, monitoring, and analyzing social media interactions, companies can enhance their engagement with audiences, thereby driving brand loyalty and revenue streams.

### **Market Size**

The global Cloud Social Media Management market size was valued at approximately \$14.22 billion in 2022 and is projected to reach \$33.6 billion by 2030, growing at a CAGR of around 12.9% during the forecast period from 2023 to 2030.

### **Market Share & Trends Analysis Report**

#### **By Product Type**

The Cloud Social Media Management market can be segmented by product type into Software and Services. In 2022, the software segment accounted for 65% of the market share, driven by an increased demand for innovative solutions that facilitate content creation, scheduling, and analytics. The services segment is expected to grow at a higher rate, demonstrating a forecasted CAGR of 15% from 2023 to 2030.

### Key Players

Major players in the Cloud Social Media Management market include:

Salesforce  
Hootsuite  
Sprout Social  
Buffer  
HubSpot  
Zoho Social  
Adobe Experience Cloud  
Oracle Social Cloud  
Sprinklr  
Khoros  
Brandwatch  
Falcon.io  
Socialbakers  
Agorapulse  
Sendible  
Meltwater  
Oktopost  
CoSchedule  
SocialBee  
Post Planner

### By Process

The Cloud Social Media Management market can be categorized based on processes into Content Management, Campaign Management, Social Monitoring, and Analytics. Among these, Content Management is currently holding a majority share of 40%.

### By Application

When it comes to applications, the market can be segmented into sectors such as BFSI (Banking, Financial Services, and Insurance), Retail, Healthcare, IT and Telecommunications, Media and Entertainment, Government, and Others. BFSI is anticipated to dominate the market with a share of 30%, attributed to the increasing adoption of social media for customer engagement and service delivery.

### By End-Use

The end-users of Cloud Social Media Management solutions comprise small and

medium-sized enterprises (SMEs) and large enterprises. Large enterprises currently lead the market with a dominant share of 60% due to their extensive resources for implementing sophisticated social media strategies.

### By Region

Regionally, North America holds the largest market share, accounting for 40% of the total market. However, the Asia-Pacific region is poised for the fastest growth, with an expected CAGR of 14% from 2023 to 2030, driven by the expanding digital landscape and increased social media usage rates.

### Market News on Policy and Companies

In recent months, many companies have begun to align their strategies with evolving data privacy regulations. With frameworks such as GDPR in Europe and CCPA in California, businesses are compelled to adapt their social media practices accordingly. Furthermore, leading companies like Adobe and HubSpot have reported investment in AI-driven tools to enrich user experience and analytical capabilities within their platforms.

### Segment Forecasts (2025 - 2030)

#### Software Segment

Forecasts suggest that the software segment will maintain a robust growth trajectory, reaching approximately \$25 billion by 2030, driven by the ongoing digital transformation across industries.

#### Services Segment

The services segment is also expected to enhance its position, with special emphasis on consulting and managed services, projected to reach \$8 billion by 2030, growing at a CAGR of 15%.

### Regional Insights

By 2030, North America is anticipated to remain at the forefront, while the Asia-Pacific region will exhibit significant growth potential, expanding at a CAGR of 14%, which is indicative of the increasing digital adoption and social media engagement in emerging markets.

### Concluding Remarks

The Cloud Social Media Management market is on a promising path of growth as organizations continue to harness the power of social media to connect with consumers. With increasing investments in innovative solutions and the drive towards digital

transformation, this market is expected to evolve dramatically through 2030 and beyond.

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 ABBREVIATION AND ACRONYMS**

### **CHAPTER 3 PREFACE**

- 3.1 Research Scope
- 3.2 Research Sources
  - 3.2.1 Data Sources
  - 3.2.2 Assumptions
- 3.3 Research Method
- Chapter Four Market Landscape
- 4.1 Market Overview
- 4.2 Classification/Types
- 4.3 Application/End Users

### **CHAPTER 5 MARKET TREND ANALYSIS**

- 5.1 Introduction
- 5.2 Drivers
- 5.3 Restraints
- 5.4 Opportunities
- 5.5 Threats

### **CHAPTER 6 INDUSTRY CHAIN ANALYSIS**

- 6.1 Upstream/Suppliers Analysis
- 6.2 Cloud Social Media Management Analysis
  - 6.2.1 Technology Analysis
  - 6.2.2 Cost Analysis
  - 6.2.3 Market Channel Analysis
- 6.3 Downstream Buyers/End Users

### **CHAPTER 7 LATEST MARKET DYNAMICS**

- 7.1 Latest News
- 7.2 Merger and Acquisition

7.3 Planned/Future Project

7.4 Policy Dynamics

## **CHAPTER 8 HISTORICAL AND FORECAST CLOUD SOCIAL MEDIA MANAGEMENT MARKET IN NORTH AMERICA (2020-2030)**

8.1 Cloud Social Media Management Market Size

8.2 Cloud Social Media Management Market by End Use

8.3 Competition by Players/Suppliers

8.4 Cloud Social Media Management Market Size by Type

8.5 Key Countries Analysis

8.5.1 United States

8.5.2 Canada

8.5.3 Mexico

## **CHAPTER 9 HISTORICAL AND FORECAST CLOUD SOCIAL MEDIA MANAGEMENT MARKET IN SOUTH AMERICA (2020-2030)**

9.1 Cloud Social Media Management Market Size

9.2 Cloud Social Media Management Market by End Use

9.3 Competition by Players/Suppliers

9.4 Cloud Social Media Management Market Size by Type

9.5 Key Countries Analysis

9.5.1 Brazil

9.5.2 Argentina

9.5.3 Chile

9.5.4 Peru

## **CHAPTER 10 HISTORICAL AND FORECAST CLOUD SOCIAL MEDIA MANAGEMENT MARKET IN ASIA & PACIFIC (2020-2030)**

10.1 Cloud Social Media Management Market Size

10.2 Cloud Social Media Management Market by End Use

10.3 Competition by Players/Suppliers

10.4 Cloud Social Media Management Market Size by Type

10.5 Key Countries Analysis

10.5.1 China

10.5.2 India

10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

## **CHAPTER 11 HISTORICAL AND FORECAST CLOUD SOCIAL MEDIA MANAGEMENT MARKET IN EUROPE (2020-2030)**

- 11.1 Cloud Social Media Management Market Size
- 11.2 Cloud Social Media Management Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Cloud Social Media Management Market Size by Type
- 11.5 Key Countries Analysis
  - 11.5.1 Germany
  - 11.5.2 France
  - 11.5.3 United Kingdom
  - 11.5.4 Italy
  - 11.5.5 Spain
  - 11.5.6 Belgium
  - 11.5.7 Netherlands
  - 11.5.8 Austria
  - 11.5.9 Poland
  - 11.5.10 Russia

## **CHAPTER 12 HISTORICAL AND FORECAST CLOUD SOCIAL MEDIA MANAGEMENT MARKET IN MEA (2020-2030)**

- 12.1 Cloud Social Media Management Market Size
- 12.2 Cloud Social Media Management Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Cloud Social Media Management Market Size by Type
- 12.5 Key Countries Analysis
  - 12.5.1 Egypt
  - 12.5.2 Israel
  - 12.5.3 South Africa
  - 12.5.4 Gulf Cooperation Council Countries
  - 12.5.5 Turkey

## **CHAPTER 13 SUMMARY FOR GLOBAL CLOUD SOCIAL MEDIA MANAGEMENT MARKET (2020-2025)**

- 13.1 Cloud Social Media Management Market Size
- 13.2 Cloud Social Media Management Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Cloud Social Media Management Market Size by Type

## **CHAPTER 14 GLOBAL CLOUD SOCIAL MEDIA MANAGEMENT MARKET FORECAST (2025-2030)**

- 14.1 Cloud Social Media Management Market Size Forecast
- 14.2 Cloud Social Media Management Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Cloud Social Media Management Type Forecast

## **CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS**

- 15.1 Salesforce
  - 15.1.1 Company Profile
  - 15.1.2 Main Business and Cloud Social Media Management Information
  - 15.1.3 SWOT Analysis of Salesforce
  - 15.1.4 Salesforce Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)
- 15.2 Hootsuite
  - 15.2.1 Company Profile
  - 15.2.2 Main Business and Cloud Social Media Management Information
  - 15.2.3 SWOT Analysis of Hootsuite
  - 15.2.4 Hootsuite Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)
- 15.3 Sprout Social
  - 15.3.1 Company Profile
  - 15.3.2 Main Business and Cloud Social Media Management Information
  - 15.3.3 SWOT Analysis of Sprout Social
  - 15.3.4 Sprout Social Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)
- 15.4 Buffer
  - 15.4.1 Company Profile
  - 15.4.2 Main Business and Cloud Social Media Management Information
  - 15.4.3 SWOT Analysis of Buffer
  - 15.4.4 Buffer Cloud Social Media Management Revenue, Gross Margin and Market



## Share (2020-2025)

### 15.5 HubSpot

#### 15.5.1 Company Profile

#### 15.5.2 Main Business and Cloud Social Media Management Information

#### 15.5.3 SWOT Analysis of HubSpot

#### 15.5.4 HubSpot Cloud Social Media Management Revenue, Gross Margin and Market

## Share (2020-2025)

### 15.6 Zoho Social

#### 15.6.1 Company Profile

#### 15.6.2 Main Business and Cloud Social Media Management Information

#### 15.6.3 SWOT Analysis of Zoho Social

#### 15.6.4 Zoho Social Cloud Social Media Management Revenue, Gross Margin and

## Market Share (2020-2025)

### 15.7 Adobe Experience Cloud

#### 15.7.1 Company Profile

#### 15.7.2 Main Business and Cloud Social Media Management Information

#### 15.7.3 SWOT Analysis of Adobe Experience Cloud

#### 15.7.4 Adobe Experience Cloud Cloud Social Media Management Revenue, Gross

## Margin and Market Share (2020-2025)

### 15.8 Oracle Social Cloud

#### 15.8.1 Company Profile

#### 15.8.2 Main Business and Cloud Social Media Management Information

#### 15.8.3 SWOT Analysis of Oracle Social Cloud

#### 15.8.4 Oracle Social Cloud Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)

### 15.9 Sprinklr

#### 15.9.1 Company Profile

#### 15.9.2 Main Business and Cloud Social Media Management Information

#### 15.9.3 SWOT Analysis of Sprinklr

#### 15.9.4 Sprinklr Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)

### 15.10 Khoros

#### 15.10.1 Company Profile

#### 15.10.2 Main Business and Cloud Social Media Management Information

#### 15.10.3 SWOT Analysis of Khoros

#### 15.10.4 Khoros Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)

### 15.11 Brandwatch

#### 15.11.1 Company Profile

15.11.2 Main Business and Cloud Social Media Management Information
15.11.3 SWOT Analysis of Brandwatch
15.11.4 Brandwatch Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)
15.12 Falcon.io
15.12.1 Company Profile
15.12.2 Main Business and Cloud Social Media Management Information
15.12.3 SWOT Analysis of Falcon.io
15.12.4 Falcon.io Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)
15.13 Socialbakers
15.13.1 Company Profile
15.13.2 Main Business and Cloud Social Media Management Information
15.13.3 SWOT Analysis of Socialbakers
15.13.4 Socialbakers Cloud Social Media Management Revenue, Gross Margin and Market Share (2020-2025)
Please ask for sample pages for full companies list
Tables and Figures
Table Abbreviation and Acronyms
Table Research Scope of Cloud Social Media Management Report
Table Data Sources of Cloud Social Media Management Report
Table Major Assumptions of Cloud Social Media Management Report
Figure Market Size Estimated Method
Figure Major Forecasting Factors
Figure Cloud Social Media Management Picture
Table Cloud Social Media Management Classification
Table Cloud Social Media Management Applications
Table Drivers of Cloud Social Media Management Market
Table Restraints of Cloud Social Media Management Market
Table Opportunities of Cloud Social Media Management Market
Table Threats of Cloud Social Media Management Market
Table Covid-19 Impact For Cloud Social Media Management Market
Table Raw Materials Suppliers
Table Different Production Methods of Cloud Social Media Management
Table Cost Structure Analysis of Cloud Social Media Management
Table Key End Users
Table Latest News of Cloud Social Media Management Market
Table Merger and Acquisition
Table Planned/Future Project of Cloud Social Media Management Market

Table Policy of Cloud Social Media Management Market

Table 2020-2030 North America Cloud Social Media Management Market Size

Figure 2020-2030 North America Cloud Social Media Management Market Size and CAGR

Table 2020-2030 North America Cloud Social Media Management Market Size by Application

Table 2020-2025 North America Cloud Social Media Management Key Players Revenue

Table 2020-2025 North America Cloud Social Media Management Key Players Market Share

Table 2020-2030 North America Cloud Social Media Management Market Size by Type

Table 2020-2030 United States Cloud Social Media Management Market Size

Table 2020-2030 Canada Cloud Social Media Management Market Size

Table 2020-2030 Mexico Cloud Social Media Management Market Size

Table 2020-2030 South America Cloud Social Media Management Market Size

Figure 2020-2030 South America Cloud Social Media Management Market Size and CAGR

Table 2020-2030 South America Cloud Social Media Management Market Size by Application

Table 2020-2025 South America Cloud Social Media Management Key Players Revenue

Table 2020-2025 South America Cloud Social Media Management Key Players Market Share

Table 2020-2030 South America Cloud Social Media Management Market Size by Type

Table 2020-2030 Brazil Cloud Social Media Management Market Size

Table 2020-2030 Argentina Cloud Social Media Management Market Size

Table 2020-2030 Chile Cloud Social Media Management Market Size

Table 2020-2030 Peru Cloud Social Media Management Market Size

Table 2020-2030 Asia & Pacific Cloud Social Media Management Market Size

Figure 2020-2030 Asia & Pacific Cloud Social Media Management Market Size and CAGR

Table 2020-2030 Asia & Pacific Cloud Social Media Management Market Size by Application

Table 2020-2025 Asia & Pacific Cloud Social Media Management Key Players Revenue

Table 2020-2025 Asia & Pacific Cloud Social Media Management Key Players Market Share

Table 2020-2030 Asia & Pacific Cloud Social Media Management Market Size by Type

Table 2020-2030 China Cloud Social Media Management Market Size

Table 2020-2030 India Cloud Social Media Management Market Size

Table 2020-2030 Japan Cloud Social Media Management Market Size
Table 2020-2030 South Korea Cloud Social Media Management Market Size
Table 2020-2030 Southeast Asia Cloud Social Media Management Market Size
Table 2020-2030 Australia Cloud Social Media Management Market Size
Table 2020-2030 Europe Cloud Social Media Management Market Size
Figure 2020-2030 Europe Cloud Social Media Management Market Size and CAGR
Table 2020-2030 Europe Cloud Social Media Management Market Size by Application
Table 2020-2025 Europe Cloud Social Media Management Key Players Revenue
Table 2020-2025 Europe Cloud Social Media Management Key Players Market Share
Table 2020-2030 Europe Cloud Social Media Management Market Size by Type
Table 2020-2030 Germany Cloud Social Media Management Market Size
Table 2020-2030 France Cloud Social Media Management Market Size
Table 2020-2030 United Kingdom Cloud Social Media Management Market Size
Table 2020-2030 Italy Cloud Social Media Management Market Size
Table 2020-2030 Spain Cloud Social Media Management Market Size
Table 2020-2030 Belgium Cloud Social Media Management Market Size
Table 2020-2030 Netherlands Cloud Social Media Management Market Size
Table 2020-2030 Austria Cloud Social Media Management Market Size
Table 2020-2030 Poland Cloud Social Media Management Market Size
Table 2020-2030 Russia Cloud Social Media Management Market Size
Table 2020-2030 MEA Cloud Social Media Management Market Size
Figure 2020-2030 MEA Cloud Social Media Management Market Size and CAGR
Table 2020-2030 MEA Cloud Social Media Management Market Size by Application
Table 2020-2025 MEA Cloud Social Media Management Key Players Revenue
Table 2020-2025 MEA Cloud Social Media Management Key Players Market Share
Table 2020-2030 MEA Cloud Social Media Management Market Size by Type
Table 2020-2030 Egypt Cloud Social Media Management Market Size
Table 2020-2030 Israel Cloud Social Media Management Market Size
Table 2020-2030 South Africa Cloud Social Media Management Market Size
Table 2020-2030 Gulf Cooperation Council Countries Cloud Social Media Management Market Size
Table 2020-2030 Turkey Cloud Social Media Management Market Size
Table 2020-2025 Global Cloud Social Media Management Market Size by Region
Table 2020-2025 Global Cloud Social Media Management Market Size Share by Region
Table 2020-2025 Global Cloud Social Media Management Market Size by Application
Table 2020-2025 Global Cloud Social Media Management Market Share by Application
Table 2020-2025 Global Cloud Social Media Management Key Vendors Revenue
Figure 2020-2025 Global Cloud Social Media Management Market Size and Growth

Rate

Table 2020-2025 Global Cloud Social Media Management Key Vendors Market Share

Table 2020-2025 Global Cloud Social Media Management Market Size by Type

Table 2020-2025 Global Cloud Social Media Management Market Share by Type

Table 2025-2030 Global Cloud Social Media Management Market Size by Region

Table 2025-2030 Global Cloud Social Media Management Market Size Share by  
Region

Table 2025-2030 Global Cloud Social Media Management Market Size by Application

Table 2025-2030 Global Cloud Social Media Management Market Share by Application

Table 2025-2030 Global Cloud Social Media Management Key Vendors Revenue

Figure 2025-2030 Global Cloud Social Media Management Market Size and Growth  
Rate

Table 2025-2030 Global Cloud Social Media Management Key Vendors Market Share

Table 2025-2030 Global Cloud Social Media Management Market Size by Type

Table 2025-2030 Cloud Social Media Management Global Market Share by Type

## I would like to order

Product name: Cloud Social Media Management Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

Product link: <https://marketpublishers.com/r/CE7DECEFED63EN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CE7DECEFED63EN.html>