

# Global Social Media Analytics Market Size, Status and Forecast 2022

<https://marketpublishers.com/r/G29E8686B94EN.html>

Date: August 2017

Pages: 100

Price: US\$ 3,300.00 (Single User License)

ID: G29E8686B94EN

## Abstracts

This report studies the global Social Media Analytics market, analyzes and researches the Social Media Analytics development status and forecast in United States, EU, Japan, China, India and Southeast Asia.

This report focuses on the top players in global market, like

International Business Machines Corporation (US)

Oracle Corporation (US)

Salesforce (US)

Adobe Systems Incorporated (US)

SAS Institute Inc. (US)

Clarabridge, Inc. (US)

Netbase Solutions, Inc. (US)

Brandwatch (UK)

Talkwalker Inc., (Luxembourg)

GoodData Corporation (US)

Crimson Hexagon, Inc. (US)

Simply Measured, Inc. (US)

Sysomos (Canada)

Digimind (US)

Unmetric Inc. (US)

Cision US Inc. (US)

Market segment by Regions/Countries, this report covers

United States

EU

Japan

China

India

Southeast Asia

Market segment by Type, Social Media Analytics can be split into

On-premises

Cloud

Market segment by Application, Social Media Analytics can be split into

Small and Medium-Sized Enterprises

Large Enterprises



## Contents

### Global Social Media Analytics Market Size, Status and Forecast 2022

## 1 INDUSTRY OVERVIEW OF SOCIAL MEDIA ANALYTICS

- 1.1 Social Media Analytics Market Overview
  - 1.1.1 Social Media Analytics Product Scope
  - 1.1.2 Market Status and Outlook
- 1.2 Global Social Media Analytics Market Size and Analysis by Regions
  - 1.2.1 United States
  - 1.2.2 EU
  - 1.2.3 Japan
  - 1.2.4 China
  - 1.2.5 India
  - 1.2.6 Southeast Asia
- 1.3 Social Media Analytics Market by Type
  - 1.3.1 On-premises
  - 1.3.2 Cloud
- 1.4 Social Media Analytics Market by End Users/Application
  - 1.4.1 Small and Medium-Sized Enterprises
  - 1.4.2 Large Enterprises

## 2 GLOBAL SOCIAL MEDIA ANALYTICS COMPETITION ANALYSIS BY PLAYERS

- 2.1 Social Media Analytics Market Size (Value) by Players (2016 and 2017)
- 2.2 Competitive Status and Trend
  - 2.2.1 Market Concentration Rate
  - 2.2.2 Product/Service Differences
  - 2.2.3 New Entrants
  - 2.2.4 The Technology Trends in Future

## 3 COMPANY (TOP PLAYERS) PROFILES

- 3.1 International Business Machines Corporation (US)
  - 3.1.1 Company Profile
  - 3.1.2 Main Business/Business Overview
  - 3.1.3 Products, Services and Solutions
  - 3.1.4 Social Media Analytics Revenue (Value) (2012-2017)

- 3.1.5 Recent Developments
- 3.2 Oracle Corporation (US)
  - 3.2.1 Company Profile
  - 3.2.2 Main Business/Business Overview
  - 3.2.3 Products, Services and Solutions
  - 3.2.4 Social Media Analytics Revenue (Value) (2012-2017)
  - 3.2.5 Recent Developments
- 3.3 Salesforce (US)
  - 3.3.1 Company Profile
  - 3.3.2 Main Business/Business Overview
  - 3.3.3 Products, Services and Solutions
  - 3.3.4 Social Media Analytics Revenue (Value) (2012-2017)
  - 3.3.5 Recent Developments
- 3.4 Adobe Systems Incorporated (US)
  - 3.4.1 Company Profile
  - 3.4.2 Main Business/Business Overview
  - 3.4.3 Products, Services and Solutions
  - 3.4.4 Social Media Analytics Revenue (Value) (2012-2017)
  - 3.4.5 Recent Developments
- 3.5 SAS Institute Inc. (US)
  - 3.5.1 Company Profile
  - 3.5.2 Main Business/Business Overview
  - 3.5.3 Products, Services and Solutions
  - 3.5.4 Social Media Analytics Revenue (Value) (2012-2017)
  - 3.5.5 Recent Developments
- 3.6 Clarabridge, Inc. (US)
  - 3.6.1 Company Profile
  - 3.6.2 Main Business/Business Overview
  - 3.6.3 Products, Services and Solutions
  - 3.6.4 Social Media Analytics Revenue (Value) (2012-2017)
  - 3.6.5 Recent Developments
- 3.7 Netbase Solutions, Inc. (US)
  - 3.7.1 Company Profile
  - 3.7.2 Main Business/Business Overview
  - 3.7.3 Products, Services and Solutions
  - 3.7.4 Social Media Analytics Revenue (Value) (2012-2017)
  - 3.7.5 Recent Developments
- 3.8 Brandwatch (UK)
  - 3.8.1 Company Profile

- 3.8.2 Main Business/Business Overview
- 3.8.3 Products, Services and Solutions
- 3.8.4 Social Media Analytics Revenue (Value) (2012-2017)
- 3.8.5 Recent Developments
- 3.9 Talkwalker Inc., (Luxembourg)
  - 3.9.1 Company Profile
  - 3.9.2 Main Business/Business Overview
  - 3.9.3 Products, Services and Solutions
  - 3.9.4 Social Media Analytics Revenue (Value) (2012-2017)
  - 3.9.5 Recent Developments
- 3.10 GoodData Corporation (US)
  - 3.10.1 Company Profile
  - 3.10.2 Main Business/Business Overview
  - 3.10.3 Products, Services and Solutions
  - 3.10.4 Social Media Analytics Revenue (Value) (2012-2017)
  - 3.10.5 Recent Developments
- 3.11 Crimson Hexagon, Inc. (US)
- 3.12 Simply Measured, Inc. (US)
- 3.13 Sysomos (Canada)
- 3.14 Digimind (US)
- 3.15 Unmetric Inc. (US)
- 3.16 Cision US Inc. (US)

#### **4 GLOBAL SOCIAL MEDIA ANALYTICS MARKET SIZE BY TYPE AND APPLICATION (2012-2017)**

- 4.1 Global Social Media Analytics Market Size by Type (2012-2017)
- 4.2 Global Social Media Analytics Market Size by Application (2012-2017)
- 4.3 Potential Application of Social Media Analytics in Future
- 4.4 Top Consumer/End Users of Social Media Analytics

#### **5 UNITED STATES SOCIAL MEDIA ANALYTICS DEVELOPMENT STATUS AND OUTLOOK**

- 5.1 United States Social Media Analytics Market Size (2012-2017)
- 5.2 United States Social Media Analytics Market Size and Market Share by Players (2016 and 2017)

#### **6 EU SOCIAL MEDIA ANALYTICS DEVELOPMENT STATUS AND OUTLOOK**

6.1 EU Social Media Analytics Market Size (2012-2017)

6.2 EU Social Media Analytics Market Size and Market Share by Players (2016 and 2017)

## **7 JAPAN SOCIAL MEDIA ANALYTICS DEVELOPMENT STATUS AND OUTLOOK**

7.1 Japan Social Media Analytics Market Size (2012-2017)

7.2 Japan Social Media Analytics Market Size and Market Share by Players (2016 and 2017)

## **8 CHINA SOCIAL MEDIA ANALYTICS DEVELOPMENT STATUS AND OUTLOOK**

8.1 China Social Media Analytics Market Size (2012-2017)

8.2 China Social Media Analytics Market Size and Market Share by Players (2016 and 2017)

## **9 INDIA SOCIAL MEDIA ANALYTICS DEVELOPMENT STATUS AND OUTLOOK**

9.1 India Social Media Analytics Market Size (2012-2017)

9.2 India Social Media Analytics Market Size and Market Share by Players (2016 and 2017)

## **10 SOUTHEAST ASIA SOCIAL MEDIA ANALYTICS DEVELOPMENT STATUS AND OUTLOOK**

10.1 Southeast Asia Social Media Analytics Market Size (2012-2017)

10.2 Southeast Asia Social Media Analytics Market Size and Market Share by Players (2016 and 2017)

## **11 MARKET FORECAST BY REGIONS, TYPE AND APPLICATION (2017-2022)**

11.1 Global Social Media Analytics Market Size (Value) by Regions (2017-2022)

11.1.1 United States Social Media Analytics Revenue and Growth Rate (2017-2022)

11.1.2 EU Social Media Analytics Revenue and Growth Rate (2017-2022)

11.1.3 Japan Social Media Analytics Revenue and Growth Rate (2017-2022)

11.1.4 China Social Media Analytics Revenue and Growth Rate (2017-2022)

11.1.5 India Social Media Analytics Revenue and Growth Rate (2017-2022)

11.1.6 Southeast Asia Social Media Analytics Revenue and Growth Rate (2017-2022)

11.2 Global Social Media Analytics Market Size (Value) by Type (2017-2022)

11.3 Global Social Media Analytics Market Size by Application (2017-2022)

## **12 SOCIAL MEDIA ANALYTICS MARKET DYNAMICS**

12.1 Social Media Analytics Market Opportunities

12.2 Social Media Analytics Challenge and Risk

12.2.1 Competition from Opponents

12.2.2 Downside Risks of Economy

12.3 Social Media Analytics Market Constraints and Threat

12.3.1 Threat from Substitute

12.3.2 Government Policy

12.3.3 Technology Risks

12.4 Social Media Analytics Market Driving Force

12.4.1 Growing Demand from Emerging Markets

12.4.2 Potential Application

## **13 MARKET EFFECT FACTORS ANALYSIS**

13.1 Technology Progress/Risk

13.1.1 Substitutes

13.1.2 Technology Progress in Related Industry

13.2 Consumer Needs Trend/Customer Preference

13.3 External Environmental Change

13.3.1 Economic Fluctuations

13.3.2 Other Risk Factors

## **14 RESEARCH FINDING/CONCLUSION**

## **15 APPENDIX**

Methodology

Analyst Introduction

Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Social Media Analytics Product Scope

Figure Global Social Media Analytics Market Size (Million USD) (2012-2017)

Table Global Social Media Analytics Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Global Social Media Analytics Market Share by Regions in 2016

Figure United States Social Media Analytics Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure EU Social Media Analytics Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Japan Social Media Analytics Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure China Social Media Analytics Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure India Social Media Analytics Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Southeast Asia Social Media Analytics Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Global Social Media Analytics Market Share by Type in 2016

Figure On-premises Market Size (Million USD) and Growth Rate (2012-2017)

Figure Cloud Market Size (Million USD) and Growth Rate (2012-2017)

Figure Global Social Media Analytics Market Share by Application in 2016

Figure Social Media Analytics Market Size (Million USD) and Growth Rate in Small and Medium-Sized Enterprises (2012-2017)

Figure Social Media Analytics Market Size (Million USD) and Growth Rate in Large Enterprises (2012-2017)

Figure Social Media Analytics Market Size (Million USD) and Growth Rate in Applications 3 (2012-2017)

Table Social Media Analytics Market Size (Million USD) by Players (2016 and 2017)

Figure Social Media Analytics Market Size Share by Players in 2016

Figure Social Media Analytics Market Size Share by Players in 2017

Table International Business Machines Corporation (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of International Business Machines Corporation (US) (2012-2017)

Figure International Business Machines Corporation (US) Social Media Analytics Business Revenue Market Share in 2016

Table Oracle Corporation (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Oracle Corporation (US) (2012-2017)

Figure Oracle Corporation (US) Social Media Analytics Business Revenue Market Share in 2016

Table Salesforce (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Salesforce (US) (2012-2017)

Figure Salesforce (US) Social Media Analytics Business Revenue Market Share in 2016

Table Adobe Systems Incorporated (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Adobe Systems Incorporated (US) (2012-2017)

Figure Adobe Systems Incorporated (US) Social Media Analytics Business Revenue Market Share in 2016

Table SAS Institute Inc. (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of SAS Institute Inc. (US) (2012-2017)

Figure SAS Institute Inc. (US) Social Media Analytics Business Revenue Market Share in 2016

Table Clarabridge, Inc. (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Clarabridge, Inc. (US) (2012-2017)

Figure Clarabridge, Inc. (US) Social Media Analytics Business Revenue Market Share in 2016

Table Netbase Solutions, Inc. (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Netbase Solutions, Inc. (US) (2012-2017)

Figure Netbase Solutions, Inc. (US) Social Media Analytics Business Revenue Market Share in 2016

Table Brandwatch (UK) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Brandwatch (UK) (2012-2017)

Figure Brandwatch (UK) Social Media Analytics Business Revenue Market Share in 2016

Table Talkwalker Inc., (Luxembourg) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Talkwalker Inc., (Luxembourg) (2012-2017)

Figure Talkwalker Inc., (Luxembourg) Social Media Analytics Business Revenue Market Share in 2016

Table GoodData Corporation (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of GoodData Corporation (US) (2012-2017)

Figure GoodData Corporation (US) Social Media Analytics Business Revenue Market Share in 2016

Table Crimson Hexagon, Inc. (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Crimson Hexagon, Inc. (US) (2012-2017)

Figure Crimson Hexagon, Inc. (US) Social Media Analytics Business Revenue Market Share in 2016

Table Simply Measured, Inc. (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Simply Measured, Inc. (US) (2012-2017)

Figure Simply Measured, Inc. (US) Social Media Analytics Business Revenue Market Share in 2016

Table Sysomos (Canada) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Sysomos (Canada) (2012-2017)

Figure Sysomos (Canada) Social Media Analytics Business Revenue Market Share in 2016

Table Digimind (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Digimind (US) (2012-2017)

Figure Digimind (US) Social Media Analytics Business Revenue Market Share in 2016

Table Unmetric Inc. (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Unmetric Inc. (US) (2012-2017)

Figure Unmetric Inc. (US) Social Media Analytics Business Revenue Market Share in 2016

Table Cision US Inc. (US) Basic Information List

Table Social Media Analytics Business Revenue (Million USD) of Cision US Inc. (US) (2012-2017)

Figure Cision US Inc. (US) Social Media Analytics Business Revenue Market Share in 2016

Table Global Social Media Analytics Market Size (Million USD) by Type (2012-2017)

Figure Global Social Media Analytics Market Size Share by Type in 2012

Figure Global Social Media Analytics Market Size Share by Type in 2013

Figure Global Social Media Analytics Market Size Share by Type in 2014

Figure Global Social Media Analytics Market Size Share by Type in 2015

Figure Global Social Media Analytics Market Size Share by Type in 2016

Figure Global Social Media Analytics Market Size Share by Type in 2017

Table Global Social Media Analytics Market Size (Million USD) by Application  
(2012-2017)

Figure Global Social Media Analytics Market Size (Million USD) by Application in 2012

Figure Global Social Media Analytics Market Size (Million USD) by Application in 2013

Figure Global Social Media Analytics Market Size (Million USD) by Application in 2014

Figure Global Social Media Analytics Market Size (Million USD) by Application in 2015

Figure Global Social Media Analytics Market Size (Million USD) by Application in 2016

Figure Global Social Media Analytics Market Size (Million USD) by Application in 2017

Table Top Consumer/End Users of Social Media Analytics

Figure United States Social Media Analytics Market Size (Million USD) and Growth Rate  
by Regions (2012-2017)

Table United States Social Media Analytics Market Size (Million USD) by Players  
(2012-2017)

Figure United States Social Media Analytics Market Size Share by Players in 2016

Figure United States Social Media Analytics Market Size Share by Players in 2017

Figure EU Social Media Analytics Market Size (Million USD) and Growth Rate by  
Regions (2012-2017)

Table EU Social Media Analytics Market Size (Million USD) by Players (2012-2017)

Figure EU Social Media Analytics Market Size Share by Players in 2016

Figure EU Social Media Analytics Market Size Share by Players in 2017

Figure Japan Social Media Analytics Market Size (Million USD) and Growth Rate by  
Regions (2012-2017)

Table Japan Social Media Analytics Market Size (Million USD) by Players (2012-2017)

Figure Japan Social Media Analytics Market Size Share by Players in 2016

Figure Japan Social Media Analytics Market Size Share by Players in 2017

Figure China Social Media Analytics Market Size (Million USD) and Growth Rate by  
Regions (2012-2017)

Table China Social Media Analytics Market Size (Million USD) by Players (2012-2017)

Figure China Social Media Analytics Market Size Share by Players in 2016

Figure China Social Media Analytics Market Size Share by Players in 2017

Figure India Social Media Analytics Market Size (Million USD) and Growth Rate by  
Regions (2012-2017)

Table India Social Media Analytics Market Size (Million USD) by Players (2012-2017)

Figure India Social Media Analytics Market Size Share by Players in 2016

Figure India Social Media Analytics Market Size Share by Players in 2017

Figure Southeast Asia Social Media Analytics Market Size (Million USD) and Growth  
Rate by Regions (2012-2017)

Table Southeast Asia Social Media Analytics Market Size (Million USD) by Players  
(2012-2017)

Figure Southeast Asia Social Media Analytics Market Size Share by Players in 2016

Figure Southeast Asia Social Media Analytics Market Size Share by Players in 2017

Figure Global Social Media Analytics Market Size (Million USD) by Regions  
(2017-2022)

Table Global Social Media Analytics Market Size (Million USD) by Regions (2017-2022)

Figure Global Social Media Analytics Market Size Share by Regions in 2017

Figure Global Social Media Analytics Market Size Share by Regions in 2022

Figure United States Social Media Analytics Revenue (Million USD) and Growth Rate  
(2017-2022)

Figure EU Social Media Analytics Revenue (Million USD) and Growth Rate (2017-2022)

Figure Japan Social Media Analytics Revenue (Million USD) and Growth Rate  
(2017-2022)

Figure China Social Media Analytics Revenue (Million USD) and Growth Rate  
(2017-2022)

Figure India Social Media Analytics Revenue (Million USD) and Growth Rate  
(2017-2022)

Figure Southeast Asia Social Media Analytics Revenue (Million USD) and Growth Rate  
(2017-2022)

Table Global Social Media Analytics Market Size (Million USD) by Type (2017-2022)

Figure Global Social Media Analytics Market Size Share by Type in 2017

Figure Global Social Media Analytics Market Size Share by Type in 2022

Table Global Social Media Analytics Market Size (Million USD) by Application  
(2017-2022)

Figure Global Social Media Analytics Market Size (Million USD) by Application in 2017

Figure Global Social Media Analytics Market Size (Million USD) by Application in 2022

## I would like to order

Product name: Global Social Media Analytics Market Size, Status and Forecast 2022

Product link: <https://marketpublishers.com/r/G29E8686B94EN.html>

Price: US\$ 3,300.00 (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/G29E8686B94EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970