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Social Media Analytics - Global Market Outlook (2017-2023)

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Abstracts

According to Stratistics MRC, the Global Social Media Analytics market is expected to grow from $2.35 billion in 2016 to reach $11.89 billion by 2023 with a CAGR of 26.0%. Factors such as increasing cloud adoption trends, need of social media measurement to enhance the customer experience and the increasing user engagement of social media using smartphones are fueling the market growth. In addition, growing focus on engaging the existing customers and attracting new ones will drive the demand for social media analytics over the forecast period. However, complexities in analytical workflow and lack of awareness of the technology in certain countries are inhibiting the market growth.

Social media analytics is the way of collecting data from social media websites and analyzing that data using social media analytics tools to make business decisions. Today, an increasing number of organizations rely on social media for interacting internally, as well as with external constituents. Using advanced and predictive analytics applied holistically via a centralized “command center,” companies can mine growing pools of unstructured data, deliver more timely and actionable insights, and better inform business and operational strategies. The most general use of social media analytics is to mine customer sentiment to support marketing and customer service activities. Cloud technology provides a platform to deploy these solutions on global scale and at reduced cost.

Amongst end users, retail and e-Commerce industry segment is expected to have steady growth during the forecast period. The tools used by retailers help in connecting with the audience and creating brand awareness. Social media analytics is an efficient marketing tool that assists retailers in studying and analyzing sales at different stages. North America held the largest market share owing to the increasing use of social media

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analytics and the availability of a large target audience.

Some of the key players in global Social Media Analytics market include Adobe Systems Incorporated, Brandwatch, Clarabridge, Inc., Crimson Hexagon, Inc., Gooddata Corporation, International Business Machines Corporation, Netbase Solutions, Inc., Oracle Corporation, Salesforce, SAS Institute Inc., Simply Measured, Inc., Sysomos, Talkwalker Inc., Unmetric Inc. (US) and Digimind (US).

Analytics Types Covered:

Diagnostic Analytics

Predictive Analytics

Descriptive Analytics

Prescriptive Analytics

Deployment Models Covered:

Cloud

On-Premises

Components Covered:

Services

Software

Applications Covered:

Customer Experience Management

Competitive Intelligence

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Sales and Marketing Management

Public Safety and Law Enforcement

Risk Management and Fraud Detection

Other Applications

Solutions Covered:

Meaning Extraction

Data Aggregation

Smart Filtering

Consumable Analytics

Stream Processing

Process orchestration

Other Solutions

Organization Sizes Covered:

Large Enterprises

Small and Medium-Sized Enterprises

End Users Covered:

Government and Defense

Retail and Ecommerce

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- Travel and Hospitality
- Transportation and Logistics
- Telecommunications and IT
- Media and Entertainment
- Manufacturing
- Banking, Financial Services, and Insurance (BFSI)
- Healthcare and Life Sciences
- Energy and Utilities
- Other End Users

Regions Covered:

- North America
- US
- Canada
- Mexico
- Europe
- Germany
- UK
- Italy
- France

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Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

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Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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