

Social Intranet Software Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Cloud, On-premises), By Application (BFSI, Retail & E-commerce, Telecom, Healthcare, Media & Entertainment), By Region, By Competition, 2020-2030F

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Abstracts

The Global Social Intranet Software Market, valued at USD 7.19 Billion in 2024, is projected to experience a CAGR of 18.10% to reach USD 19.51 Billion by 2030. Social intranet software functions as an integrated digital platform designed to facilitate internal communication, collaboration, and knowledge sharing, empowering employees to connect and operate within a unified organizational interface. The market's growth is primarily driven by the escalating demand for enhanced employee engagement and streamlined internal communications. The widespread adoption of remote and hybrid work models also significantly contributes, necessitating robust digital tools for seamless collaboration among geographically dispersed teams.

Key Market Drivers

The global social intranet software market experiences significant expansion driven primarily by the enduring prevalence of remote and hybrid work models. Organizations worldwide continue to adapt to flexible work arrangements, necessitating robust digital platforms to maintain connectivity and productivity across geographically dispersed teams. This fundamental restructuring of traditional workplaces highlights the critical role of software that can seamlessly bridge physical distances, ensuring employees remain connected and aligned with organizational objectives. According to the U. S. Bureau of Labor Statistics, as reported in a March 2025 article by SHRM titled 'Remote

Work Isn't Going Away—and Workers Don't Want It to', 23.7% of U. S. workers aged 16 and older teleworked some or all of the time in February 2025, an increase from 17.9% in October 2022.

Key Market Challenges

A significant impediment to the expansion of the Global Social Intranet Software Market is the inherent complexity involved in integrating new social intranet systems with established legacy IT infrastructures. Many organizations operate with outdated systems, which complicates the implementation of modern social intranet solutions. This often leads to intricate and prolonged deployment processes, potentially causing operational disruptions and increasing overall project costs. Such complexities can deter organizations from adopting new platforms, even when the benefits of enhanced communication and collaboration are clear.

Key Market Trends

The integration of artificial intelligence and machine learning is fundamentally transforming social intranet software by enhancing user experience and operational efficiency. These technologies enable advanced functionalities such as intelligent content recommendations, personalized search results, and automated moderation, creating more dynamic and relevant digital workplaces. According to CompTIA's "IT Industry Outlook 2024" published in December 2023, just over 20% of technology companies were aggressively pursuing AI integration across various products and workflows, with another 62% intending to increase their adoption in 2024.

Key Market Players

Microsoft Corporation

IBM Corporation

Salesforce Inc

Bitrix, Inc.

Atlassian Corporation

HCL Technologies Limited

Igloo Software Inc.

Jive Software LLC (Aurea)

ThoughtFarmer Inc.

Jostle Corporation

Report Scope:

In this report, the Global Social Intranet Software Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Social Intranet Software Market, By Type:

Cloud

On-premises

Social Intranet Software Market, By Application:

BFSI

Retail & E-commerce

Telecom

Healthcare

Media & Entertainment

Social Intranet Software Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Social Intranet Software Market.

Available Customizations:

Global Social Intranet Software Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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