

# Global Social Media Analytics Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)

June 2021



# Global Social Media Analytics Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID-19

Market Dynamics

Competitive Landscape

Company Profiling

# Global Social Media Analytics Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Social Media Analytics Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025)
Coverage	Global and Regional
Regional Coverage	North America, Europe, Asia Pacific, Latin America, Middle East and Africa
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2021-2025
Competition in the Market	Fragmented
Key Players	IBM Corporation, Oracle Corporation, Hootsuite Inc., Salesforce.com, Inc.

# Global Social Media Analytics Market

## Executive Summary

Social media analytics is the procedure to track, gather and analyze data from social media platforms. Social media analytics helps businesses to venture tactics and strategies, with the help of social media analytics tools to target the right audience, allowing to time and effort effective as well as efficient.

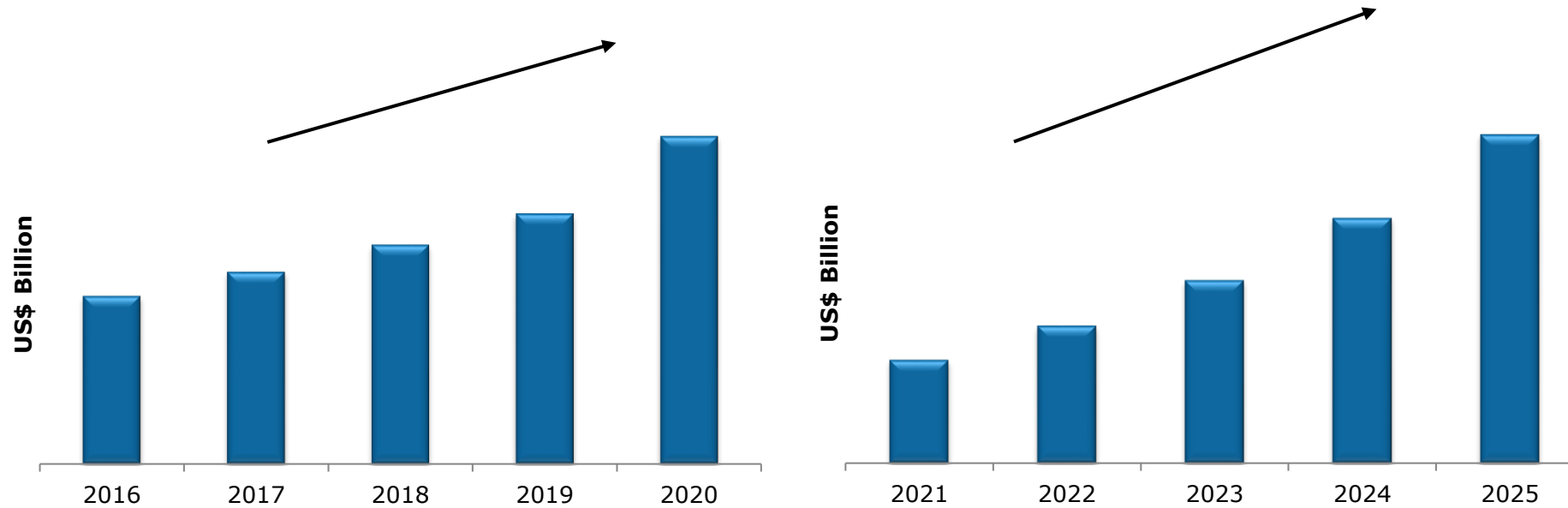
Benefits of social media analytics involve – improved customer acquisition, lower customer costs, boost campaign performance, maximize product launches, protect brand health, improve crisis management and provide scope for innovation. Key metrics of social media analytics involve engagement, share of voice, mentions, virality, sentiment and visual mentions. Social media analytics are of four types, namely, descriptive analytics, diagnostic analytics, predictive analytics and prescriptive analytics. The major objectives of social media analytics are to help understand the audience, to show what the best social networks are, to help create better content through the use of social media data, to help understand competitors, to help create a better strategy through social metrics, and to show the performance of social media campaign.

The Social Media Analytics market can be segmented on the basis of deployment type (Cloud-based and On-premise); by application (Competitive Intelligence, Customer Experience Management, Public Safety & Law Enforcement, Risk Monitoring & Fraud Detection, Sales Marketing Management and Others); and by end-user industry (Banking, Financial Services and Insurance, Retail and E-commerce, Media and Advertising, IT and Telecom, Healthcare, Manufacturing, Government and Defense and Others).

The global social media analytics market has increased at a significant CAGR during the years 2016-2020, and projections are made that the market would rise in the next four years i.e. 2021-2025. The social media analytics market is expected to increase due to rising number of internet users, growing influence of social media, escalating data generation, growing digital advertisement spending, increased focus on targeted marketing and competitive intelligence, high rate of adoption in SMEs, etc. yet the market faces some challenges such as, large number of victims of cyber crime, lack of standard measures for social media analytics, complexities in analytical workflow and harsh regulations etc.

# Social Media Analytics Market: Global Analysis

## Global Social Media Analytics Market by Value

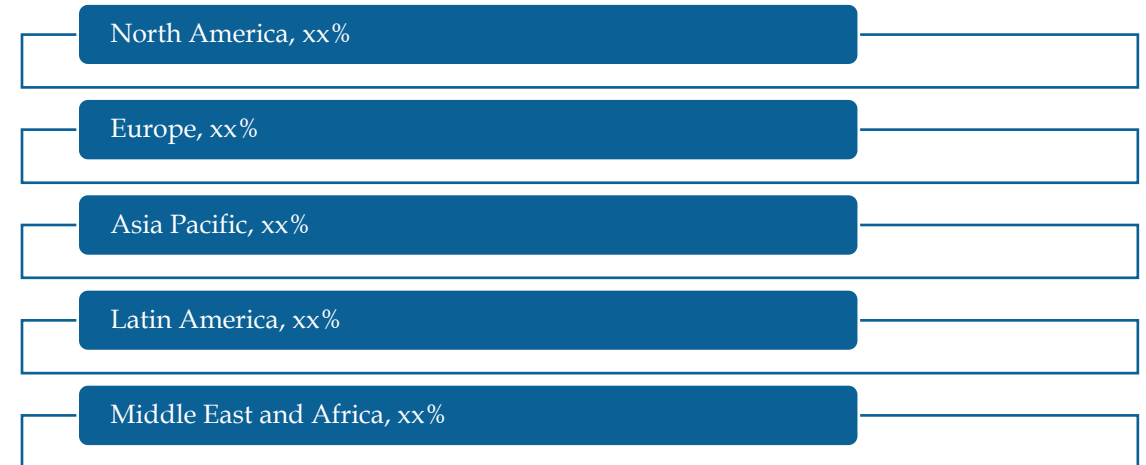
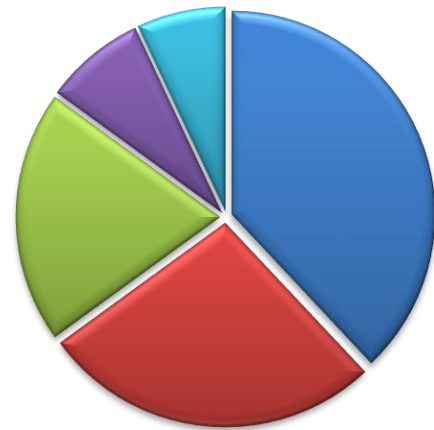


CAGRs	
2016-2020	xx%
2021-2025	xx%

The global social media analytics market, valued at US\$.... billion in 2020, increased as compared to US\$... billion in 2019, at a CAGR of ....% over the years 2016-2020. The social media analytics market is anticipated to reach up to US\$... billion by 2025 from US\$... billion in 2021, at a CAGR of ....% over the years 2021-2025.

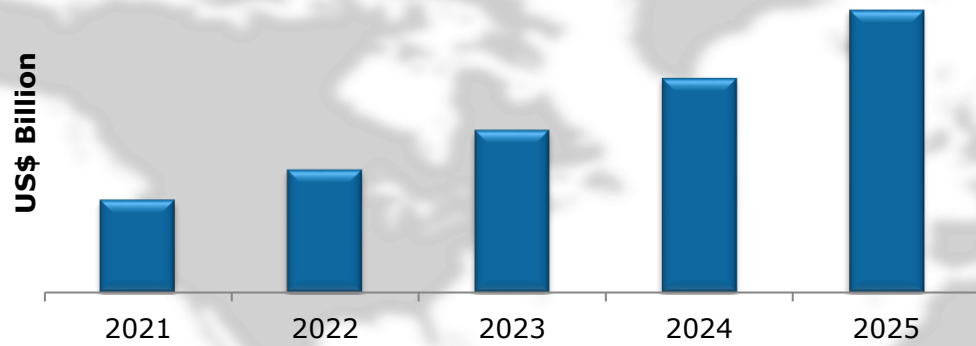
# Social Media Analytics Market: Global Analysis

**Global Social Media Analytics Market by Region; 2020**

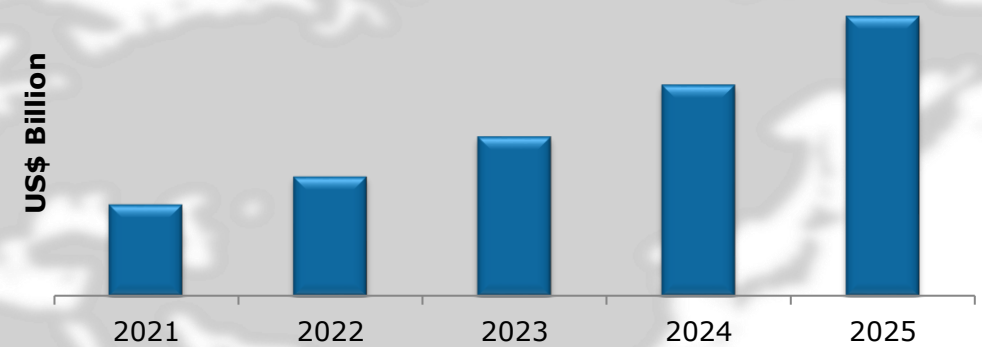


# Social Media Analytics Market : Regional Analysis

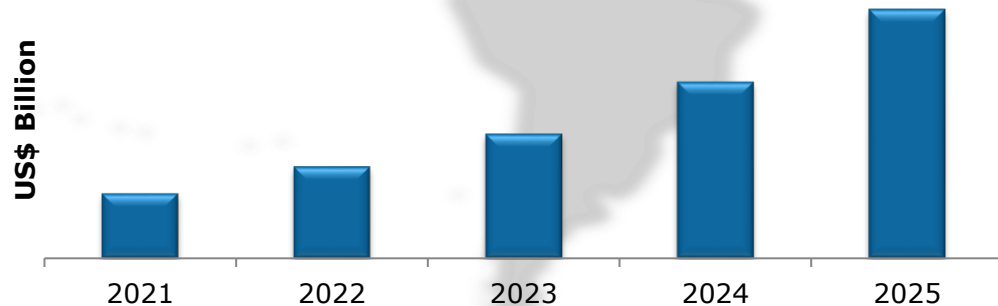
North America Social Media Analytics Market by Value



Europe Social Media Analytics Market by Value

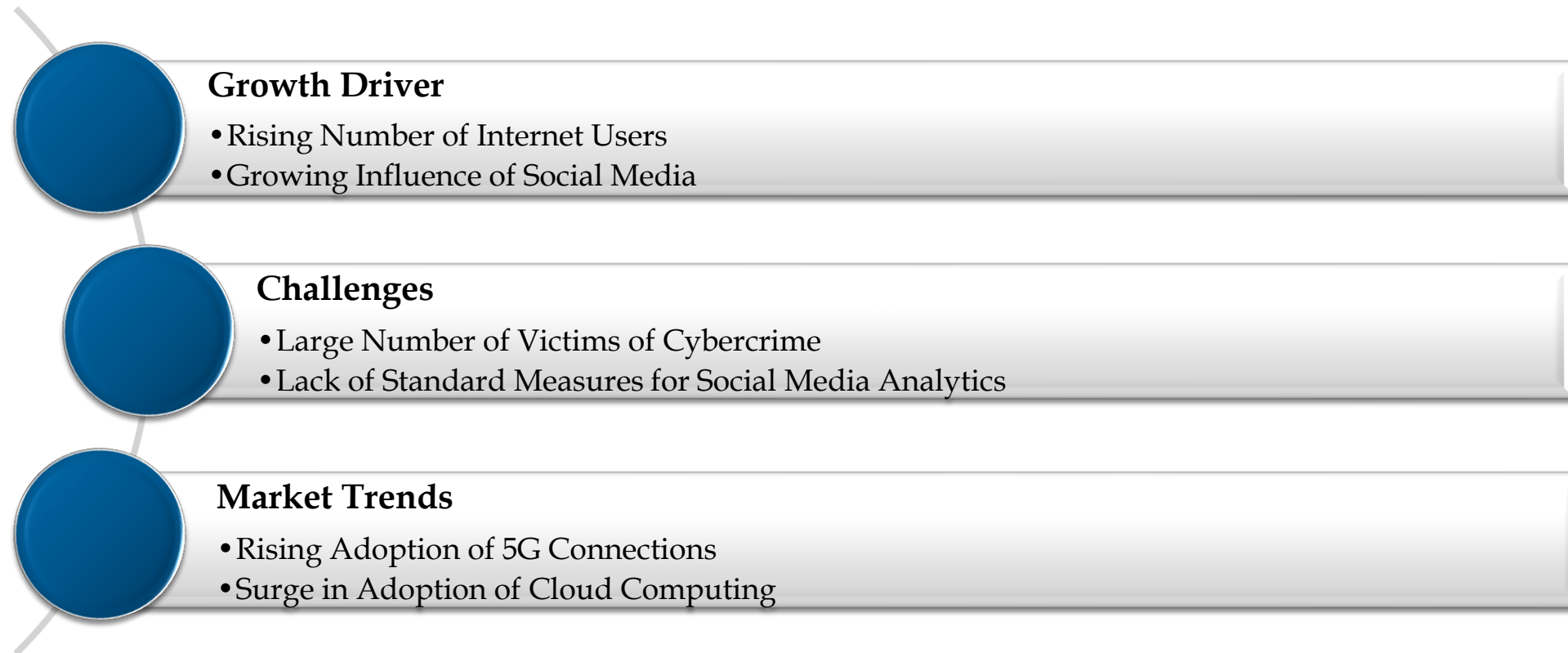


Asia Pacific Social Media Analytics Market by Value



Region	CAGR
	2021-2025
North America	xx%
Europe	xx%
Asia Pacific	xx%
Latin America	xx%
Middle East and Africa	xx%

# Social Media Analytics Market: Dynamics



# Social Media Analytics Market: Competitive Landscape

## Players Profiled

- IBM Corporation



- Oracle Corporation



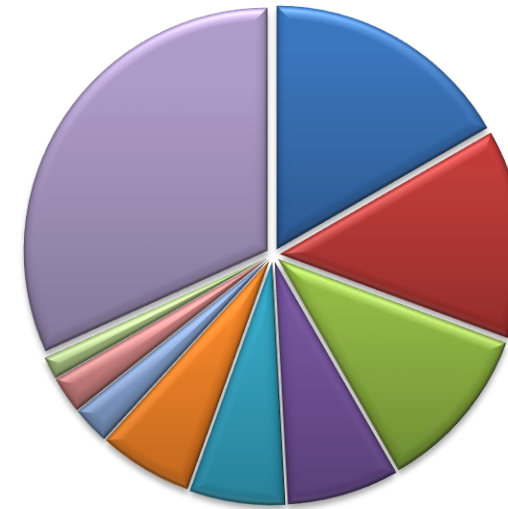
- Hootsuite Inc.



- Salesforce.com Inc.



## Global Social Media Analytics Players by Market Share



- Sprinklr
- Khoros
- Hootsuite
- Sprout Social
- Brandwatch
- Meltwater Social
- Socialbakers
- Talkwalker

Note: The graphs on this slide are only for sample representation.