



Social Media Analytics Market 2017 - Research Methodology, Market Dynamics, Key Players, Segmentation and Forecast 2022

This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies

PUNE, INDIA, May 26, 2017 /EINPresswire.com/ -- [Social Media Analytics](#) market is projected to grow at a CAGR of X.XX% during the forecast period. Increasing number of social media users worldwide is one of the major drivers of global social media analytics market. Shift from traditional Business Intelligence (BI) techniques to advanced analytics techniques and increasing spending on as well as adoption of analytics by various end-use industries are other factors boosting the market growth. High number of global smartphone users is further spurring the demand for social media analytics as most of the people access social media content on portable devices such as smartphones and tablets. Emerging cloud computing trend and growing e-commerce industry, especially in developing regions require social media analytics for their branding sales and marketing functions followed by data mining in order to gain insights to consumer spending behavior. Technological advancements will provide ample of opportunity for the expansion of social media analytics market by making analytic tools more accessible and affordable to small and medium scale enterprises.

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North America is projected to continue being the largest market for social media analytics due to the presence of key players in the region coupled with high investment in R&D and technology. High penetration of social media analytics in various verticals such as healthcare, logistics, and manufacturing is further boosting the growth of social media analytics market in the region. However, Asia Pacific is anticipated to witness the fastest regional market growth during the forecast period owing to increasing number of social media users, increasing internet connectivity, and growing online retailing industry in countries such as South Korea, India, and China. However, factors such as complexity of analytical workflows and high volume of unstructured data will hinder the growth of social media analytics market during the forecast period.

Research Methodology

The first section of the report deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Market Dynamics

Next section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the

report also provides supplier and industry outlook as a whole; key industry and regional regulations which are determining the product specifications and a brief technological aspect of social media analytics. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, Social Media Analytics market has been segmented by mode of deployment as on-demand and on-premise. The market has also been segmented by services as training and education, support and maintenance, and consulting services. By application, segmentation has been done as marketing measurement, multichannel campaign management, customer behavioral analysis, customer segmentation and targeting, and others. By end-user, segmentation has been done as BFSI, IT and Telecommunications, media and entertainment, retail, travel and hospitality, healthcare, and others. Geographically, segmentation has been done as Americas, Europe Middle East and Africa, and others.

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry participants profiled as part of this section are SAS Institute, IBM, SAP, Gooddata, Oracle, Netbase Solutions, Adobe Systems, Mblast, Simplify360, and Salesforce.com.

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