

# Social Networking 2017 Global Market Expected to Grow at CAGR of 18% and Forecast to 2021

*Wiseguyreports.Com Publish New Market Research Report On-“Social Networking 2017 Global Market Expected to Grow at CAGR of 18% and Forecast to 2021”.*

PUNE, INDIA, August 24, 2017  
/EINPresswire.com/ --

## [Social Networking Market 2017](#)

### Executive Summary

The research analyst predicts the global social networking market to grow at a CAGR of around 18% during the forecast period. Social media advertising has gained popularity over the past decade, mainly due to the active participation of social media users. Social media advertising offers a solid platform for advertisers to exhibit their brands/products, especially during global events, which are actively followed across the world.

One of the reasons for the growth of advertisement spending on social media is the fact that social media acts as a platform that helps in directing search keywords toward the company's website, leading to increased website traffic and brand popularity/visibility. Besides, social media allows brands to interact with people by offering an effective platform for communication, thereby leading to higher conversion rate and improved brand loyalty.

### Segmentation by device and analysis of the social networking market

- Social network advertisement spending on desktop computers
- Social network advertisement spending on mobile devices

Although desktop computers accounted for around 51% of the total social media advertisement spending during 2015, the market is expected to shift significantly toward advertisement spending on mobile devices during the forecast period. This is mainly due to the growing usage of smartphones and tablets. Mobile devices help in effectively targeting potential audience as most personal and professional interactions take place in these devices. Social media apps designed for mobile devices regularly track these interactions and further increase the relevance of advertisements.



Request a Sample Report @ <https://www.wiseguyreports.com/sample-request/241978-global-social-networking-market-2016-2020>

## Geographical segmentation and analysis of the social networking market

- Americas
- APAC
- EMEA

The market in the Americas is mature as North America accounts for around 93% of the market share in the region. It has a social media penetration of around 58%, which is the highest globally.

## Competitive landscape and key vendors

The global social networking market is dominated by a few global vendors. These vendors are constantly trying to innovate and update their platforms/solutions to keep up with the latest trends and developments in the market. Mergers and acquisitions are common in the market as major vendors like Facebook, Twitter and Google try to acquire new entrants in the market in which they see significant potential.

The leading vendors in the market are -

- Facebook
- Google Plus
- LinkedIn
- Sina Weibo
- Twitter
- YouTube

The other prominent vendors in the market include Instagram, iQIYI, Pinterest, Qzone, Renren, and Tumblr.

Complete Report Details @ <https://www.wiseguyreports.com/reports/241978-global-social-networking-market-2016-2020>

## Table of Contents – Key Points Analysis

### PART 01: Executive summary

- Highlights

### PART 02: Scope of the report

- Market overview
- Vendor segmentation
- Numerical figures

### PART 03: Market research methodology

- Research methodology
- Economic indicators

### PART 04: Introduction

- Key market highlights
- Overview of social media
- Importance of social media advertising
- Current scenario in social media advertising market

- Future prospects in social media advertising

PART 05: Market landscape

- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by device

- Global social network ad spending market by device
- Global social network ad spending market based on desktop computers 2015-2020
- Global social network ad spending market based on mobile devices 2015-2020 (\$ billions)

PART 07: Market segmentation by countries

- Social network ad spending market in major countries 2015
- Social network ad spending market in the US
- Social network ad spending market in China
- Social network ad spending market in the UK 2015-2020
- Social network ad spending market in Japan
- Social network ad spending market in South Korea

PART 08: Geographical segmentation

PART 09: Key leading countries

PART 10: Market drivers

PART 11: Impact of drivers

PART 12: Market challenges

PART 13: Impact of drivers and challenges

PART 14: Market trends

.....Continued

Buy Now @ [https://www.wiseguyreports.com/checkout?currency=one\\_user-USD&report\\_id=241978](https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=241978)

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.