

Global Social Media Analytics Market is Projected to Reach US\$11.793 billion

Market Research Report on Social Media Analytics Market

RAIPUR, INDIA, November 22, 2017
/EINPresswire.com/ --

Report Sellers has added a new market research report "[Social Media Analytics Market- Forecasts](#) from 2017 to 2022" to its offerings. The report is an in-depth market study providing accurate market insights including the latest trends, forecast, competitive insights, etc.



Social Media Analytics Market Research Report

According to the report, [Social Media Analytics market](#) is projected to grow at a CAGR of 31.84% to reach US\$11.793 billion by 2022 from US\$2.961 billion in 2017. Increasing number of social media users worldwide is one of the major drivers of global social media analytics market.

A shift from traditional Business Intelligence (BI) to advanced analytics solutions and increasing adoption of latest technologies by various end-use industries are additional factors boosting the market growth. A high number of global smartphone users is further spurring the demand for social media analytics solutions, 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 branding sales and marketing functions followed by data mining in order to gain deeper insights into consumer spending behavior. Technological advancements will provide ample opportunities for vendors to expand social media analytics offerings by making them more accessible and affordable to small and medium scale enterprises.

Competitive Insights:

Although the global social media analytics market is packed with many vendors, the key players like SAS, IBM, SAP, Oracle and Adobe among others dominate the market owing to their brand image and advanced product offerings. Competitive market due to rapid industrialization and globalization results in higher investments in strategic planning by companies. The players within the market are increasingly engaging in industry integration in order to enhance their market position. The major players discussed in the report include SAS Institute, IBM Corporation, SAP SE, Gooddata, Oracle Corporation, Microsoft, Netbase Solutions, Adobe Systems, Mblast, Simplify360, and Salesforce.com

Browse through the complete description and in-depth TOC on "Social Media Analytics Market"
<https://www.reportsellers.com/market-research-report/Social-Media-Analytics-Market---Forecasts->

from-2017-to-2022

Report Scope

Social media analytics market has been segmented by mode of deployment, services, application, end-user, and geography.

By Mode of Deployment

On-demand

On-premise

By Services

Training

Support and Maintenance

Consulting

By Application

Marketing Measurement

Multichannel Campaign Management

Customer Behavioural Analysis

Customer Segmentation and Targeting

Others

By End-User

BFSI

IT and Telecommunications

Media and Entertainment

Retail

Travel and Hospitality

Healthcare

Others

By Geography

Americas

North America

U.S.

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe Middle East and Africa

Europe

UK

Germany

France

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific
Japan
China
India
Australia
Others

We have a large number of reports in IT & Telecommunication industry which can be accessed in the following link: <https://www.reportsellers.com/category/it-telecommunication-market-research-report>

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