Global Social Media Analytics Market 2018 Size, Development Status, Type and Application, Segmentation, Forecast by 2025

WiseGuyReports.com adds "Social Media Analytics Market 2018 Global Analysis, Growth, Opportunities Research Report Forecasting to 2025"reports to its database.

PUNE, INDIA, April 16, 2018 /EINPresswire.com/ -- Social Media Analytics Market:

Executive Summary

Social Media Analytics Market valued approximately USD 2.3 billion in 2016 is anticipated to grow with a healthy growth rate of more than 25.3% over the forecast period 2017-2025. The market growth is attributed to rising focus of organizations to analyze market and competitive landscape, increasing engagement of users through social media, need to leverage available consumer data on social media to understand consumer behavior. However, the market growth is restricted by lack of standard measures for social media analytics.

On the basis of Application, the global social media analytics market is segmented into Sales and Marketing, Customer Experience Management, Competitive Intelligence, Risk Management and Fraud Detection, Public Safety and Law Enforcement. Currently the market is dominated by the sales and marketing management application. However, over the forecast period Competitive Intelligence and Risk Management and Fraud Detection applications are expected to witness significant growth opportunities over the forecast period.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Analytics Types

Predictive Analytics
Prescriptive Analytics
Diagnostics Analytics
Descriptive Analytics

By Application:

Sales and Marketing
Customer Experience Management

Competitive Intelligence
Risk Management and Fraud Detection
Public Safety and Law Enforcement
Others

By Industry Vertical:

Banking, Financial Services, and Insurance (BFSI)
Telecommunication and IT
Retail and Commerce
Healthcare and Life Science
Manufacturing
Government and Defense
Energy and Utilities
Media and Entertainment
Travel and Hospitality
Transportation and Logistics
Others

Furthermore, years considered for the study are as follows:

Historical year – 2015
Base year – 2016
Forecast period – 2017 to 2025

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Some of the key manufacturers involved in the market Oracle, Salesforce, IBM, Adobe Systems, SAS Institute, Clarabridge, Netbase, Brandwatch, Talkwalker, Gooddata, Crimson Hexagon, Simply Measured,Sysomos Frequent cross industry partnerships are leading to market consolidation.

Target Audience of the Social Media Analytics in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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For further information on this report, visit – https://www.wiseguyreports.com/reports/3120520-social-media-analytics-market-size-study-by-analytics

Norah Trent
WiseGuy Research Consultants Pvt. Ltd.
+1 646 845 9349 / +44 208 133 9349
email us here

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