

# At 14% CAGR, Global Social Media Analytics Market Share Surpass US\$ 10.2 Bn By 2030, Forecast & Analysis Report By CMI

*The Social Media Analytics Market was at US\$ 96.2 Bn in 2021 and is growing to approx US\$ 10.2 Bn by 2030, with a CAGR growth of 14% between 2022 and 2030.*

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## Social Media Analytics Market: Overview



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The process of gathering and analyzing audience data shared on social media networks in order to improve an organization's strategic business decisions is known as Social Media Analytics. Social media can help businesses by allowing marketers to identify consumer behavior trends that are relevant to a company's industry and determine marketing efforts' success.

Another important way Social Media Analytics helps marketing campaigns is by providing data that can be used to calculate a campaign's return on investment (ROI) based on traffic from various social media channels. Marketers can also examine the performance of various social

platforms, such as Facebook, LinkedIn, and Twitter, as well as specific social media posts, to specify which messaging and topics resonate best with a target audience.

## Social Media Analytics Market: Growth Drivers

The surging number of social media users is propelling the Social Media Analytics market and is anticipated to do so throughout 2022-2030. This allows Social Media Analytics companies to collect better customer data and conduct more in-depth customer behavioral analyses. The use of smartphones, laptops and personal computers with internet access has grown with time. This had a notable impact on social media platforms. People have started using social media for communication, online shopping, and other social connectivity activities as digital technologies have advanced. These have encouraged businesses to enforce Social Media Analytics solutions in order to better understand their client requirements and desires, as well as the viability of their products.

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### Key Insights:

- A) As per the analysis shared by our research analyst, the Social Media Analytics market is estimated to grow annually at a CAGR of around 14% over the forecast period (2022-2030).
- B) In terms of revenue, the Social Media Analytics market size was valued at around USD 4.5 billion in 2021. Due to a variety of driving factors, the market is predicted to rise at a significant rate.
- C) Based on component segmentation, the software segment was estimated to hold maximum market share in the year 2021.
- D) Based on deployment segmentation, the cloud-based segment was the leading revenue-generating category in 2021.
- E) Based on analytics segmentation, the descriptive analytics segment is projected to exhibit a higher CAGR during 2022-2030.
- F) Based on organization size segmentation, the SMEs segment is expected to experience tremendous growth during the forecast period.
- G) Based on industry segmentation, the retail & e-commerce segment led the market in 2021.
- H) On the basis of geography, the North American region was the leading revenue generator in 2021.

Press Release For Social Media Analytics Market: <https://www.custommarketinsights.com/press-releases/social-media-analytics-market/>

### Regional Landscape

During 2022-2030, the North American region is expected to have the largest market share. Most organizations in North America regard sales and marketing management as well as competitive intelligence as highly effective. Europe, on the other hand, is gradually integrating these advanced solutions into its businesses. Because of rising digitalization and demand for centrally

managed systems, APAC is seeing a significant increase in the usage of Social Media Analytics.

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### Key Players

IBM Corporation  
Clarabridge Inc.  
SAS Institute Inc.  
GoodData Corporation  
Crimson Hexagon Inc.  
Oracle Corporation  
Adobe Systems Inc.  
com Inc. (Tableau Software Inc.)  
Sprout Social Inc.  
Netbase Solutions Inc.

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The Social Media Analytics Market is segmented as follows:

### By Component

Solution  
Services

### By Deployment

On-Premises  
Cloud

### By Analytics

Predictive analytics  
Prescriptive analytics  
Diagnostics analytics  
Descriptive analytics

### By Organization Size

Large Enterprises

SMEs

By Industry

Retail & E-commerce

BFSI

Healthcare

IT & Telecom

Government & Defense

Travel & Hospitality

Others

By Geography

North America

The USA

Canada

Mexico

Europe

The UK

Germany

France

Italy

Russia

Rest of Europe

Asia Pacific

China

India

Japan

South Korea

Malaysia

Philippines

Rest of Asia-pacific

Latin America

Brazil

Rest of Latin America

Middle East and Africa

GCC

North Africa  
South Africa  
Rest of Middle East & Africa

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Custom Market Insights provides a one-stop solution for data collection to investment advice. The expert analysis of our company digs out essential factors that help to understand the significance and impact of market dynamics. The professional experts apply clients inside on the aspects such as strategies for future estimation fall, forecasting or opportunity to grow, and consumer survey.

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