

Media Monitoring Tools Market Reach USD 13.7 Billion Growing with 15.1% CAGR Globally

WILMINGTON, DE, UNITED STATES, August 20, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Media Monitoring Tools Market](#) Reach USD 13.7 Billion Growing with 15.1% CAGR Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global media monitoring tools market was valued at \$3.4 billion in 2021, and is projected to reach \$13.7 billion by 2031, growing at a CAGR of 15.1% from 2022 to 2031.

Rise in use of cloud-based solutions and demand for reliable competitor analysis have boosted the growth of the global media monitoring tools market. However, high initial deployment service costs, and concerns regarding data privacy hinder the market growth. On the contrary, developments in AI and machine learning technologies would open lucrative opportunities in the future.

For more information, contact Allied Market Research (1000 17th Street, Suite 320, Wilmington, DE 19801) or visit <https://www.alliedmarketresearch.com/request-sample/A23253>

Media monitoring is a tool to measure communication and marketing strategies, track target audiences, and glean the sentiment around a brand. It allows users to track mentions of brands, products, and services across all media outlets, including traditional print and broadcast, online and social. This includes both text and imagery, the latter can have as much impact as the former. A comprehensive media monitoring tool can trawl for any content relevant to a user, its company, industry, and competition.

By component, the service segment is estimated to register the highest CAGR of 16.4% during the forecast period, due to growing large-scale data monitoring needs of large enterprises. However, the software segment dominated the market in terms of revenue in 2021, contributing to nearly three-fifths of the global media monitoring tools market, and is expected to continue its dominance during the forecast period. This is due to growing social media presence of modern business enterprises.

Global Media Monitoring Tools Market & Global Media Monitoring Tools Market Share :
<https://www.alliedmarketresearch.com/media-monitoring-tools-market/purchase-options>

<https://www.alliedmarketresearch.com/media-monitoring-tools-market/purchase-options>

Furthermore, surge in usage of cloud-based solutions and the need for effective competitor analysis (industry trend monitoring) boosts the growth of the global media monitoring tools market size. In addition, the need for efficient crisis management tools in media monitoring tools market share positively impacts the growth of the market. However, high initial deployment, service costs, and data privacy concerns hamper the media monitoring tools market growth. On the contrary, advancements in the field of AI and machine learning (providing more capable monitoring tools) are expected to offer remunerative opportunities for expansion of the media monitoring tools market during the forecast period.

Global Media Monitoring Tools Market Share :
<https://www.alliedmarketresearch.com/media-monitoring-tools-market/purchase-options>

Buzzcapture, Lucidya, Burrelles, Glean.info, SemanticForce, Meltwater, BoomSonar Suite, Ubermetrics Technologies GmbH, Agility PR Solutions LLC, Snap Inc., Hootsuite Inc., Critical Mention, Inc., TVEyes Inc., Cision US Inc., M-Brain, Talkwalker Inc., Coosto, The Social Media Research Foundation, Sprinklr, Inc., YouScan

The report analyzes these key players of the global media monitoring tools market. These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, product portfolio, and developments by every market player

Global Media Monitoring Tools Market Share :
<https://www.alliedmarketresearch.com/request-for-customization/A23253>

<https://www.alliedmarketresearch.com/request-for-customization/A23253>

Depending on deployment model, the on-premise segment holds the largest share of the media monitoring tools market. This is attributed to the custom monitoring needs of various businesses operating in a variety of business sectors. However, the cloud segment is expected to grow at the highest rate during the forecast period, due to its easier deployability and higher scalability, which is expected to boost its demand in the coming years.

The report focuses on growth prospects, restraints, and trends of the global database management system market analysis. The study provides Porter's five forces analysis to understand impact of various factors, such as bargaining power of suppliers, competitive intensity of competitors, threat of new entrants, threat of substitutes, and bargaining power of buyers, on the global database management system market share.

Global Media Monitoring Tools Market Share :
<https://www.alliedmarketresearch.com/purchase-enquiry/A23253>

By application, the online media monitoring segment is anticipated to register the highest CAGR

of 17.5% during the forecast period, due to growing need for online media monitoring and moderation services across different industries. However, the broadcast media monitoring segment held the lion's share in 2021, contributing to nearly one-third of the global media monitoring tools market, and is expected to maintain its dominance during the forecast period. This is due to need to ensure the quality of information flowing through public broadcasting channels.

□□□□□□□□ □□□□□□□□:

By region, the global media monitoring tools market across North America held the largest share in 2021, accounting for nearly two-fifths of the market, and is expected to continue its dominance during the forecast period. This is due to high concentration of specialized data analytics and data mining vendors in the region. However, the market across Asia-Pacific is projected to portray the highest CAGR of 16.9% during the forecast period, due to ongoing digital transformation of the region.

□□□□□□ □□□□□□□□□□ □□□□□□□□:

[Customer Engagement Solutions Market](#)
[Cloud Managed Services Market](#)

□□□□□□ □□

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

□□□□□□□□:

David Correa
Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/841491787>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.