

Audience Analytics Industry Attractiveness, Competitive Landscape and Key Players 2025

Pune, Mar 4, 2019 (IssueWire.com) - Global Audience Analytics Industry was valued at USD 3.5 Billion in the year 2017. Global Audience Analytics Industry is further estimated to grow at a CAGR of 12.2% from 2019 to reach USD 8.89 Billion by the year 2025. North America region holds the highest Industry share in 2017 and Asia-Pacific Industry is considered as the fastest growing Industry in the forecasted period. At the country level, developed industries like the US holds the notable Industry share in 2017 and it is projected to grow at a gradual rate in the coming years.

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Major market players in Audience Analytics Industry are IBM Corp., Oracle Corp., Adobe, Alphabet Inc., Cxense, SAS Institute Inc., NetBase Solutions Inc., Crimson Hexagon, Akamai Technologies, ComScore Inc., and brief information of 11 companies is provided in the report.

The SWOT analysis of Audience Analytics Industry:

Strength:

Rising need to develop the Audience Experience

Weakness:

Complications in Analytical Workflows

Opportunities:

Increasing adoption of Audience Analytics Technology by Small-Medium Enterprises

Threats:

Privacy concerns and Data Security

The global Audience Analytics Industry has been segmented into component, application, industry vertical and region. Based on the component, the solutions segment is projected to lead the Industry from 2019 to 2025.

Audience Analytics Industry Segmentation:

By Application

- Competitive Intelligence
- Sales and Marketing Management
- Customer Experience Management

By Components

- Solution
- Services
 - o Professional Services
 - o Managed Services

By Industry Vertical

- BFSI
- Media and Entertainment
- Travel and Hospitality
- Healthcare and Life Sciences
- Retail and Consumer Good

- Telecommunication and ITES
- Others

By Region

- North America
 - o USA
 - o Canada
- Europe
 - o Germany
 - o U.K.
 - o France
 - o Italy
 - o Rest of Europe
- APAC
 - o China
 - o India
 - o Japan
 - o Rest of Asia-Pacific
- RoW
 - o Latin America
 - o Middle East & Africa

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