

**Middle East & Africa Social Media Management Market Forecast to 2028 - COVID-19 Impact and Regional Analysis- by Component (Solution and Service), Deployment (On-Premise and Cloud-based), Enterprise Size [Small and Medium Enterprises (SMEs) and Large Enterprises], Application (Sales and Marketing Management, Customer Experience Management, Competitive Intelligence, and Risk Management and Fraud Detection), and Vertical (IT and Telecom, BFSI, Healthcare, Media and Entertainment, Retail, and Others)**

Market Report | 2022-09-26 | 155 pages | The Insight Partners

**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The Middle East & Africa social media management market is expected to reach US\$ 2358.7 million by 2028 from US\$ 761.0 million in 2022; it is estimated to grow at a CAGR of 20.7% from 2022 to 2028.

Social media are evolving from a way to communicate with friends to the ultimate channel for information, online shopping through social commerce, and business, news, and marketing. Also, due to the COVID-19 pandemic, consumer habits are changing, with people using social media to connect, be entertained, find information, and shop. In addition, some industry verticals are experienced massive increases in traffic. Social media is having an enormous impact on businesses. Platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube are currently being used to promote brands and advertise new products and are effective media that provide customer service and resolve disputes. While a small business owner does not always need to hire a separate social media team, some staff members should be adept at selecting and using one or more social media platforms.

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Further, social media and business come together to provide unparalleled branding opportunities for many companies. New and old brands can establish or reinvent themselves online through social media profiles, content sharing, and platform-based advertising. Several businesses are primarily building their consumer bases and generating revenues through social media posts and ads.

Widespread social media penetration benefits firms in business expansion, greater reach, and resolving disputes, thereby acting as a driving factor for the Middle East & Africa social media management Market. The Middle East & Africa Social Media Management market is expected to grow at a promising CAGR during the forecast period.

Middle East & Africa Social Media Management Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Social Media Management Market Segmentation

The Middle East & Africa social media management market is segmented by component, deployment, organization size, application, vertical, and country. Based on component, the market is bifurcated into solutions and services. The solution segment led the market with a higher market share in 2022.

Based on deployment, the market is bifurcated into cloud-based and on-premise. The cloud-based segment led the market with a higher market share in 2022.

Based on organization size, the market is bifurcated into SMEs and large enterprises. The large enterprises segment led the market with a higher market share in 2022.

Based on application, the market is segmented into sales and marketing management, customer experience management, competitive intelligence, and risk management and fraud detection. The sales and marketing management segment had the highest market share in 2022.

Based on vertical, the market is segmented into BFSI, retail, healthcare, IT and telecommunications, media and entertainment, and others. The BFSI segment led the market with the highest market share in 2022.

Based on Country, the market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of the MEA. The Saudi Arabi led the Middle East & Africa social media management market with the highest market share in 2022.

The key companies operating in the Middle East & Africa social media management market are Adobe; IBM Corporation; Google LLC; Oracle Corporation; Salesforce.com, Inc.; HubSpot, Inc.; Zoho Corporation Pvt. Ltd.; Meltwater; Brandwatch; and Sprout Social, Inc. These companies are functioning in the market and are contributing substantial revenues toward the growth of the Middle East & Africa social media management market.

Table of Contents:

TABLE OF CONTENTS

- 1. Introduction
  - 1.1 Scope of the Study
  - 1.2 The Insight Partners Research Report Guidance
  - 1.3 Market Segmentation
    - 1.3.1 MEA Social Media Management Market - By Component

- 1.3.2 MEA Social Media Management Market - By Deployment
- 1.3.3 MEA Social Media Management Market - By Enterprise Size
- 1.3.4 MEA Social Media Management Market - By Application
- 1.3.5 MEA Social Media Management Market - By Vertical
- 1.3.6 MEA Social Media Management Market - By Country
- 2. Key Takeaways
- 3. Research Methodology
  - 3.1 Coverage
  - 3.2 Secondary Research
  - 3.3 Primary Research
- 4. MEA Social Media Management Market Landscape
  - 4.1 Market Overview
  - 4.2 PEST Analysis
    - 4.2.1 MEA
  - 4.3 Ecosystem Analysis
  - 4.4 Expert Opinion
- 5. MEA Social Media Management Market - Key Market Dynamics
  - 5.1 Market Drivers
    - 5.1.1 Rising Reach of Social Media
    - 5.1.2 Increasing Focus on Competitive Intelligence
  - 5.2 Market Restraints
    - 5.2.1 Data Privacy Concerns with Social Media
  - 5.3 Market Opportunities
    - 5.3.1 Growing Demand for Social Media Management Among SMEs
  - 5.4 Future Trends
    - 5.4.1 Continuous Improvements in Internet Technology
  - 5.5 Impact Analysis of Drivers and Restraints
- 6. MEA Social Media Management Market -Market Analysis
  - 6.1 MEA Social Media Management Market Forecast and Analysis
- 7. MEA Social Media Management Market Analysis - By Component
  - 7.1 Overview
  - 7.2 MEA Social Media Management Market, By Component (2021 and 2028)
  - 7.3 Solution
    - 7.3.1 Overview
    - 7.3.2 Solution: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.4 Service
    - 7.4.1 Service: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
- 8. MEA Social Media Management Market Analysis - By Deployment
  - 8.1 Overview
  - 8.2 MEA Social Media Management Market, By Deployment (2021 and 2028)
  - 8.3 Cloud-based
    - 8.3.1 Overview
    - 8.3.2 Cloud-based: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 8.4 On-premises
    - 8.4.1 On-premises: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
- 9. MEA Social Media Management Market Analysis - By Enterprise Size
  - 9.1 Overview

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- 9.2 MEA Social Media Management Market, By Enterprise Size (2021 and 2028)
- 9.3 SMEs
  - 9.3.1 Overview
  - 9.3.2 SMEs: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
- 9.4 Large Enterprises
  - 9.4.1 Large Enterprises: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
- 10. MEA Social Media Management Market Analysis - By Application
  - 10.1 Overview
  - 10.2 Social Media Management, by Application (2021 and 2028)
  - 10.3 Sales and Marketing Management
    - 10.3.1 Overview
    - 10.3.2 Sales and Marketing Management: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.4 Customer Experience Management
    - 10.4.1 Overview
    - 10.4.2 Customer Experience Management: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.5 Competitive Intelligence
    - 10.5.1 Overview
    - 10.5.2 Competitive Intelligence: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.6 Risk Management and Fraud Detection
    - 10.6.1 Overview
    - 10.6.2 Risk Management and Fraud Detection: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
- 11. MEA Social Media Management Market Analysis - By Vertical
  - 11.1 Overview
  - 11.2 MEA Social Media Management Market, By Vertical (2021 and 2028)
  - 11.3 BFSI
    - 11.3.1 Overview
    - 11.3.2 BFSI: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 11.4 Retail
    - 11.4.1 Retail: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 11.5 Healthcare
    - 11.5.1 Healthcare: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 11.6 IT and Telecommunications
    - 11.6.1 IT and Telecommunications: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 11.7 Media and Entertainment
    - 11.7.1 Media and Entertainment: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
  - 11.8 Others
    - 11.8.1 Others: MEA Social Media Management Market - Revenue and Forecast to 2028 (US\$ Million)
- 12. MEA Social Media Management Market - Country Analysis
  - 12.1 MEA: MEA Social Media Management Market
    - 12.1.1 Overview
    - 12.1.2 Middle East and Africa: Social Media Management, by Key Country
      - 12.1.2.1 Saudi Arabia MEA Social Media Management Market, Revenue and Forecast to 2028 (US\$ million)
        - 12.1.2.1.1 Saudi Arabia: Social Media Management, By Component
        - 12.1.2.1.2 Saudi Arabia: MEA Social Media Management Market, By Application
        - 12.1.2.1.3 Saudi Arabia: MEA Social Media Management Market, By Vertical
        - 12.1.2.1.4 Saudi Arabia: MEA Social Media Management Market, By Deployment

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- 12.1.2.1.5 Saudi Arabia: MEA Social Media Management Market, By Enterprise Size
- 12.1.2.2 UAE MEA Social Media Management Market, Revenue and Forecast to 2028 (US\$ million)
  - 12.1.2.2.1 UAE: Social Media Management, By Component
  - 12.1.2.2.2 UAE: MEA Social Media Management Market, By Application
  - 12.1.2.2.3 UAE: MEA Social Media Management Market, By Vertical
  - 12.1.2.2.4 UAE: MEA Social Media Management Market, By Deployment
  - 12.1.2.2.5 UAE: MEA Social Media Management Market, By Enterprise Size
- 12.1.2.3 South Africa MEA Social Media Management Market, Revenue and Forecast to 2028 (US\$ million)
  - 12.1.2.3.1 South Africa: Social Media Management, By Component
  - 12.1.2.3.2 South Africa: MEA Social Media Management Market, By Application
  - 12.1.2.3.3 South Africa: MEA Social Media Management Market, By Vertical
  - 12.1.2.3.4 South Africa: MEA Social Media Management Market, By Deployment
  - 12.1.2.3.5 South Africa: MEA Social Media Management Market, By Enterprise Size
- 12.1.2.4 Rest of MEA Social Media Management Market, Revenue and Forecast to 2028 (US\$ million)
  - 12.1.2.4.1 Rest of MEA: Social Media Management, By Component
  - 12.1.2.4.2 Rest of MEA: MEA Social Media Management Market, By Application
  - 12.1.2.4.3 Rest of MEA: MEA Social Media Management Market, By Vertical
  - 12.1.2.4.4 Rest of MEA: MEA Social Media Management Market, By Deployment
  - 12.1.2.4.5 Rest of MEA: MEA Social Media Management Market, By Enterprise Size
- 13. Industry Landscape
  - 13.1 Market Initiative
  - 13.2 Merger and Acquisition
  - 13.3 New Development
- 14. Company Profiles
  - 14.1 Adobe
    - 14.1.1 Key Facts
    - 14.1.2 Business Description
    - 14.1.3 Products and Services
    - 14.1.4 Financial Overview
    - 14.1.5 SWOT Analysis
    - 14.1.6 Key Developments
  - 14.2 IBM Corporation
    - 14.2.1 Key Facts
    - 14.2.2 Business Description
    - 14.2.3 Products and Services
    - 14.2.4 Financial Overview
    - 14.2.5 SWOT Analysis
    - 14.2.6 Key Developments
  - 14.3 Google LLC
    - 14.3.1 Key Facts
    - 14.3.2 Business Description
    - 14.3.3 Products and Services
    - 14.3.4 Financial Overview
    - 14.3.5 SWOT Analysis
    - 14.3.6 Key Developments
  - 14.4 Oracle Corporation
    - 14.4.1 Key Facts

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- 14.4.2 Business Description
- 14.4.3 Products and Services
- 14.4.4 Financial Overview
- 14.4.5 SWOT Analysis
- 14.4.6 Key Developments
- 14.5 Salesforce.com, inc.
- 14.5.1 Key Facts
- 14.5.2 Business Description
- 14.5.3 Products and Services
- 14.5.4 Financial Overview
- 14.5.5 SWOT Analysis
- 14.5.6 Key Developments
- 14.6 HubSpot, Inc.
- 14.6.1 Key Facts
- 14.6.2 Business Description
- 14.6.3 Products and Services
- 14.6.4 Financial Overview
- 14.6.5 SWOT Analysis
- 14.6.6 Key Developments
- 14.7 Zoho Corporation Pvt. Ltd.
- 14.7.1 Key Facts
- 14.7.2 Business Description
- 14.7.3 Products and Services
- 14.7.4 Financial Overview
- 14.7.5 SWOT Analysis
- 14.7.6 Key Developments
- 14.8 Meltwater
- 14.8.1 Key Facts
- 14.8.2 Business Description
- 14.8.3 Products and Services
- 14.8.4 Financial Overview
- 14.8.5 SWOT Analysis
- 14.8.6 Key Developments
- 14.9 Brandwatch
- 14.9.1 Key Facts
- 14.9.2 Business Description
- 14.9.3 Products and Services
- 14.9.4 Financial Overview
- 14.9.5 SWOT Analysis
- 14.9.6 Key Developments
- 14.10 Sprout Social, Inc.
- 14.10.1 Key Facts
- 14.10.2 Business Description
- 14.10.3 Products and Services
- 14.10.4 Financial Overview
- 14.10.5 SWOT Analysis
- 14.10.6 Key Developments

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## 15. Appendix

### 15.1 About The Insight Partners

### 15.2 Glossary

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