AI in Social Media Market Assessment, By Platform [Instagram, YouTube, TikTok, Twitter, Facebook, LinkedIn, Snapchat, Reddit, Pinterest], By Application [Sentiment Analysis, Advertising Management, Content Generation, Influencer Marketing, Hashtag Generation, Automatic Posting & Scheduling, Content Optimization, Content Recommendations, Reporting & Analytics, Video Filtering, Customer Service], By End-user [Individual User, Influencers, Marketers, Social Media Platforms], By Region, Opportunities and Forecast, 2016-2030F

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Report description:

Global AI in the social media market has experienced significant growth and is expected to maintain a strong pace of expansion in the coming years. With projected revenue of approximately USD 1.16 billion in 2022, the market is forecasted to reach a value of USD 5.58 billion by 2030, displaying a robust CAGR of 21.7% from 2023 to 2030.
AI in social media improves user experiences by recommending personalized content, automating customer service, detecting trends and sentiments in real-time, streamlining ad targeting, and improving data security, allowing businesses to make educated decisions and increase engagement.
The global AI in social media market is proliferating owing to the rising demand for tailored user experiences and targeted advertising. The requirement for real-time sentiment analysis and trend recognition fuels AI development. As businesses seek effective ways to communicate with their audiences on social media platforms, the growing importance of chatbots and virtual assistants for customer support promotes market expansion.
Chatbots and virtual assistants have gained substantial importance in AI in social media market for customer service. Businesses

are turning to AI-powered chatbots to improve consumer relationships, with 35% presently utilizing AI and 42% evaluating its possibilities. According to Salesforce, 23% of customer service companies use AI-powered chatbots, with IBM reporting up to 30% cost savings. Even though 68% of customers like chatbots' quick responses, a sizable 60% still prefer chatting with actual customer service professionals due to concerns about chatbot accuracy. Chatbot usage highlights AI's significance in strengthening customer service and engagement in the social media ecosystem.

For example, in May 2023, Emplifi launched the Partner Program, expanding solutions and benefits through collaborations with companies like Adobe, Shopify, and Oracle.

Elevating Engagement through Hyper-Personalization

AI-powered hyper-personalized content transforms social media operations by personalizing content recommendations to individual users' likes, behavior, and history. As customers discover material that closely aligns with their interests, the method supports improved user engagement, pleasure, and brand loyalty. The dynamics strengthen AI in the social media market by encouraging longer user interactions, better sharing rates, and enhanced engagement metrics.

Hyper-personalization provides new opportunities for businesses. AI allows for more precision in targeting advertisements and campaigns, optimizing their effect and profits. As consumers want platforms that regularly provide personalized content, the opportunity for premium content subscriptions expands. Overall, hyper-personalized content transforms user experiences and creates significant economic prospects, placing it as a growth accelerator in the AI in social media market.

For example, in July 2023, Emplifi's Summer '23 release introduced advanced AI, commerce enhancements, and integrated social care for improved customer engagement across digital platforms.

Revolution in AI-powered Trend Prediction and Agile Strategies

AI-powered trend prediction and agile strategies are reshaping social media dynamics, benefiting both consumers and companies. AI anticipates upcoming trends as well as emotions by studying real-time social media data. It enables organizations to quickly build flexible strategies that resonate with popular debates, strengthening their competitive position. The trend drives growth in the AI in social media market by establishing businesses as trendsetters. Rapid adaptation to evolving trends increases engagement and following. It creates new economic opportunities, with businesses offering AI-powered trend research tools. Consulting companies interpret the findings which are converted by providing customized plans. AI-powered trend prediction and agile strategies enable businesses to adapt quickly to changing user preferences and establish brand-consumer interactions. This game-changing trend adds to the social media environment by providing insights that encourage engagement and inspire creativity.

For example, in November 2022, Talkwalker incorporated massive language models into its consumer intelligence platform, resulting in real-time insights that are more accurate and faster.

Empowering Social Media Strategies with Sentiment Analysis in AI

Sentiment analysis is critical in the AI in social media market as it allows companies to evaluate public sentiment, monitor brand perception, and customize content initiatives. The technology aids in automating user-generated content analysis, helping businesses make data-driven decisions, improve consumer interaction, and respond quickly to trends and sentiments, ultimately increasing their online presence and competitiveness.

North America Dominates AI in the Social Media Market

North America's AI social media market dominance is built by a confluence of factors, establishing the region as a technical trendsetter. Notably, the United States pioneers an early technology adoption culture, bringing platforms to the forefront of AI integration. Tech giants like Facebook, Google, Twitter, and Microsoft thrive here, generating innovation centers that fuel AI's role in content curation, interaction, and trend forecasting. The region's significance is further strengthened by a concentration of top-tier colleges and research organizations cultivating a large talent pool of AI professionals. This intellectual capacity contributes to creating innovative algorithms and solutions, allowing North America to pioneer the confluence of AI and social media. North America's advantage originates from its early adoption of AI technology, robust tech environment, and talented workforce. This combination supports the region's dominance in the revolutionary influence of AI on social media platforms and experiences.

For example, in July 2023, Owler launched the ChatGPT plugin, merging its business data with generative AI for real-time insights, personalized outreach, and streamlined sales strategies.

Government Initiatives

The National AI Initiative (NAII) of the United States, established by the National AI Initiative Act of 2020, intends to improve AI research, development, and integration for economic growth and national security. Its purpose includes preserving US AI leadership, supporting trustworthy AI use across industries, and preparing the workforce for AI integration.
The OECD.AI Policy Observatory serves as a global resource for developing trustworthy AI policy. It provides evidence-based analysis and promotes conversation on a human-centric AI strategy. With clear policy suggestions, the OECD Principles on AI advocate for creative, rights-respecting AI development. The OECD Framework for AI Classification improves policy coherence by connecting AI technical qualities with consequences, using openness and fairness as guiding principles. These projects encourage responsible AI innovation, ethics, and cooperation, driving the evolution of the AI in social media market while assuring ethical and sustainable practices.
Impact of COVID-19
The COVID-19 pandemic swiftly changed the role of AI in social media market. AI was already improving content personalization and engagement before the pandemic. On the other hand, the pandemic's influence transformed user behavior, with social media becoming a critical communication and information-sharing tool. The sudden rise in participation created difficulties in content moderation. However, possibilities arose when businesses used AI for adaptive tactics. AI-powered chatbots managed increased inquiries, while sentiment analysis assisted in understanding public attitudes. Brands invest in predictive analytics to anticipate trends, and customization drives content strategy. COVID-19 increased AI integration, resulting in a dynamic and data-driven strategy essential to post-pandemic social media marketing.
Impact of the Russia-Ukraine War
The Russia-Ukraine war has greatly influenced AI in social media market, changing user interactions and content dynamics. Social media platforms have become essential for sharing information and debate during the war. However, it has created difficulties in content moderation, as AI systems struggle to identify false news and hate speech despite increased participation. The polarized character of the debate challenges, sentiment analysis, and content classification has necessitated ongoing AI model refining. Brands must act cautiously to avoid polarizing material that may offend viewers, necessitating real-time AI-powered social listening solutions. AI tools may evaluate sentiments, detect trends, and modify plans accordingly. In navigating its complicated context, AI's involvement becomes critical in ensuring that brands remain honest and sensitive to the complexities of the dispute.
Key Players Landscape and Outlook
Adobe Inc., Hootsuite Inc., IBM Corp., Buffer, Inc., Emplifi Group, and NetBase Solutions, Inc. are among the prominent companies driving the global AI in social media market. With AI-driven solutions for tailored content, interaction, and data analysis, these major companies drive innovation. Adobe specializes in content production and analysis, Hootsuite excels at social media management, IBM excels at data insights, Buffer excels at scheduling, Emplifi excels at customer experience, and NetBase excels at analytics. As AI's influence on social media is expected to rise, these companies can leverage the desire for better engagement, dynamic tactics, and data-driven insights, protecting their positions in a developing industry.
In June 2023, Meltwater introduced AI-powered innovations including writing assistants, summarization, and influencer search, enhancing insights and efficiency across solutions.
In May 2023, JRNI partners with Emplifi to offer seamless, personalized live shopping experiences, combining appointment scheduling and customer engagement capabilities.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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