Global Social Networking Market 2016-2020

Description:
Technavio’s research analyst predicts the global social networking market to grow at a CAGR of around 18% during the forecast period. Social media advertising has gained popularity over the past decade, mainly due to the active participation of social media users. Social media advertising offers a solid platform for advertisers to exhibit their brands/products, especially during global events, which are actively followed across the world.

One of the reasons for the growth of advertisement spending on social media is the fact that social media acts as a platform that helps in directing search keywords toward the company’s website, leading to increased website traffic and brand popularity/visibility. Besides, social media allows brands to interact with people by offering an effective platform for communication, thereby leading to higher conversion rate and improved brand loyalty.

Segmentation by device and analysis of the social networking market
- Social network advertisement spending on desktop computers
- Social network advertisement spending on mobile devices

Although desktop computers accounted for around 51% of the total social media advertisement spending during 2015, the market is expected to shift significantly toward advertisement spending on mobile devices during the forecast period. This is mainly due to the growing usage of smartphones and tablets. Mobile devices help in effectively targeting potential audience as most personal and professional interactions take place in these devices. Social media apps designed for mobile devices regularly track these interactions and further increase the relevance of advertisements.

Geographical segmentation and analysis of the social networking market
- Americas
- APAC
- EMEA

The market in the Americas is mature as North America accounts for around 93% of the market share in the region. It has a social media penetration of around 58%, which is the highest globally. Though this existing high penetration makes it difficult to attract new users toward social media, it offers brands a broad base of target audience, resulting in greater chances of monetizing their advertisement efforts.

Competitive landscape and key vendors
The global social networking market is dominated by a few global vendors. These vendors are constantly trying to innovate and update their platforms/solutions to keep up with the latest trends and developments in the market. Mergers and acquisitions are common in the market as major vendors like Facebook, Twitter and Google try to acquire new entrants in the market in which they see significant potential.

The leading vendors in the market are -
- Facebook
- Google Plus
- LinkedIn
- Sina Weibo
- Twitter
- YouTube

The other prominent vendors in the market include Instagram, iQIYI, Pinterest, Qzone, Renren, and Tumblr.

Key questions answered in the report include
- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global social networking market?
- What are the Key Market trends impacting the growth of the global social networking market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the vendors in the global social networking market?
- Trending factors influencing the market shares of the Americas, APAC, and EMEA?
- What are the key outcomes of the five forces analysis of the global social networking market?

Related reports:
- Social Network Marketing in the US 2015-2019
- Global Social games market 2015-2019
- Global Outdoor Advertising Market 2015-2019
- Global Online Ad Spending Market 2015-2019
- Global TV Ad spending market 2015-2019

Contents:

PART 01: Executive summary
- Highlights

PART 02: Scope of the report
- Market overview
- Vendor segmentation
- Numerical figures

PART 03: Market research methodology
- Research methodology
- Economic indicators

PART 04: Introduction
- Key market highlights
- Overview of social media
- Importance of social media advertising
- Current scenario in social media advertising market
- Future prospects in social media advertising

PART 05: Market landscape
- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by device
- Global social network ad spending market by device
- Global social network ad spending market based on desktop computers 2015-2020
- Global social network ad spending market based on mobile devices 2015-2020 ($ billions)

PART 07: Market segmentation by countries
- Social network ad spending market in major countries 2015
- Social network ad spending market in the US
- Social network ad spending market in China
- Social network ad spending market in the UK 2015-2020
- Social network ad spending market in Japan
- Social network ad spending market in South Korea

PART 08: Geographical segmentation
- Global social network ad spending market by geography 2015
- Americas
- APAC
- EMEA

PART 09: Key leading countries

PART 10: Market drivers

PART 11: Impact of drivers

PART 12: Market challenges
PART 13: Impact of drivers and challenges

PART 14: Market trends

PART 15: Vendor landscape
  - Competitive scenario
  - Market share analysis 2014

PART 16: Key vendor analysis
  - Facebook
  - Google+
  - LinkedIn
  - Twitter
  - Weibo
  - YouTube
  - Other prominent vendors

PART 17: Appendix
  - List of abbreviations

PART 18: About the Author

LOE
Exhibit 01: Global social networking market in terms of ad spending ($ billions)
Exhibit 02: Five forces analysis
Exhibit 03: Global social network ad spending market by device 2015 and 2020
Exhibit 04: Global social network ad spending market based on desktop computers 2015-2020 ($ billions)
Exhibit 05: Global shipments of desktop computers, smartphones, and tablets 2011-2015 (millions of units)
Exhibit 06: Global social network ad spending market based on mobile devices 2015-2020 ($ billions)
Exhibit 07: Social media advertising on mobile devices by revenue 2014-2020 ($ billions)
Exhibit 08: Social network ad spending market in major countries 2015
Exhibit 09: Social network ad spending market in key countries 2020
Exhibit 10: Social network ad spending market in the US 2015-2020 ($ billions)
Exhibit 11: Social network ad spending market in China 2015-2020 ($ billions)
Exhibit 12: Social network ad spending market in the UK 2015-2020 ($ billions)
Exhibit 13: Overview of social media advertising in the UK 2015 and 2020
Exhibit 14: Social network ad spending market in Japan 2015-2020 ($ billions)
Exhibit 15: Social network ad spending market in South Korea 2015-2020 ($ billions)
Exhibit 16: Global social network ad spending market by geography 2015
Exhibit 17: Top 10 countries in global social network ad spending market
Exhibit 18: Top 10 countries in global social network ad spending market
Exhibit 19: Impact of drivers
Exhibit 20: Impact of drivers and challenges
Exhibit 21: Revenue of leading social networking sites 2013 and 2014 ($ billions)
Exhibit 22: Top five social network ad spending industries
Exhibit 23: Business segmentation by revenue 2014
Exhibit 24: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 25: Segmentation of revenue by geography 2014
Exhibit 26: Product segmentation by revenue 2014
Exhibit 27: Product segmentation by revenue 2013 and 2014
Exhibit 28: Revenue by geography 2014
Exhibit 29: Business segmentation by revenue 2014
Exhibit 30: Business segmentation by revenue 2013 and 2014 ($ millions)
Exhibit 31: Revenue by geography 2014
Exhibit 32: Business segmentation by revenue 2014
Exhibit 33: Business segmentation by revenue 2013 and 2014 ($ millions)
Exhibit 34: Overview of leading social networking sites

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3512468/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Global Social Networking Market 2016-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3512468/">http://www.researchandmarkets.com/reports/3512468/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCPLCVT3</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 2500</td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Site License:</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Entrisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World