

Digital Disruptors: The Global Competitive Landscape of Social Media

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INTRODUCTION

Scope

Key findings

STATE OF PLAY

Social media has become a crucial channel for communication and commerce

By fostering user communities, social media platforms offer brands deeper consumer insights

User-generated and short-form video content drive competition among platforms

The prospects for social commerce continue to brighten

From in-chat ordering to in-app shops, social media platforms are disrupting marketplaces

Key trends reshaping social media experience

PROFILES OF SOCIAL MEDIA DISRUPTORS

Douyin (bytedance ltd)

Facebook (meta platforms inc)

Facebook Messenger (meta platforms inc)

Instagram (meta platforms inc)

LinkedIn (microsoft corp)

Pinterest (pinterest inc)

Reddit (reddit inc)

Snapchat (snap inc)

Telegram (telegram group inc)

Threads (meta platforms inc)

TikTok (bytedance ltd)

WeChat (tencent holdings ltd)

WhatsApp (meta platforms inc)

X (formerly twitter) (X corp)

YouTube (alphabet inc)

PROSPECTS

Gen AI will enhance content personalisation, but could sacrifice authenticity

Regulatory challenges regarding user privacy and data protection are set to continue

Conclusion

About Euromonitor's Syndicated Channels Research

About Euromonitor International

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