



Euromonitor
International

Digital Disruptors: The Global Competitive Landscape of Social Media

June 2024

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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

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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