



Euromonitor
International

Digital Disruptors: The Global Landscape of Social Media

March 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Both businesses and consumers see social media as an essential part of daily life

The role of social media is evolving in the digital economy

STATE OF PLAY

Short-form video continues to drive engagement across social media

Consumers are bypassing traditional search engines in favour of social media

Social media has shifted from browsing to seamless buying

Declining trust in influencers drives shift toward micro-Influencers

Social media is empowering every user to have an influence

AI is reshaping retail and social media through personalisation and content creation

Key trends shaping social media

PROFILES OF SOCIAL MEDIA DISRUPTORS

Discord (Discord Inc)

Douyin (ByteDance Ltd)

Facebook (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)

CONCLUSION

AI will continue to reshape social media while intensifying privacy and trust concerns

The future of retail is social

Recommendations for growth

Demand for authenticity

Evolution of social media

Questions we are asking

About Euromonitor's Syndicated Channels Research

About Euromonitor International

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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.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digital-disruptors-the-global-landscape-of-social-media/report.