



Euromonitor  
International

# 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

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.

