

User-Generated Content Platform - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The User-Generated Content Platform Market size is valued at USD 5.90 billion in the current year and is expected to register a CAGR of 29.2% during the forecast period to become USD 21.26 billion by the next five years.

Key Highlights

- User-generated content platforms have witnessed substantial growth over the years due to the rising adoption of various social media platforms. Users can use these platforms to produce and share content as well as engage in its interaction, which will contribute to a vibrant online community. Social media platforms such as Facebook, Instagram, Twitter, YouTube, TikTok, and others are also among the most frequently used UGC Platforms.
- In addition, the User-Generated Content Platform also enables brands to collect company references and visual product references, including short videos from social media as well as other sources for repurposing them in order to increase sales, advertising, or marketing efforts.
- In recent years, the use of User-Generated Content for Brand Advertising and Marketing purposes has increased dramatically; new online shopping trends have emerged, as well as increasing consumer aversion towards invasive marketing techniques. A lot of advertisers and firms are turning to user-generated content in order to interact with their customers.
- For instance, in May 2022, Pixlee TurnTo launched its Creator Network, a program aimed at highlighting top content creators seeking partnerships with brands and ultimately solving the problem of Influencers' discovery for brands. The Pixlee Creator Network will provide a curated selection of creators to brands that have already made use of Pixlee TurnTo for Creators, bridging the gap from influencer discovery to campaign management.
- COVID-19 sped up the demand & growth of the user-generated content platform market. A significant increase in the number of user-generated content took place on different platforms as people started spending more time at their homes due to lockdowns and social distancing measures. It led to a rise in the number of people who engage on social media platforms such as Facebook,

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Instagram, and Twitter, which is beneficial for businesses and content creators that have relied on these platforms to reach their audiences.

User-Generated Content Platform Market Trends

Development of AI and machine learning

- The use of AI and ML technologies could help user-generated content platforms improve their analysis, enhance the user experience, and offer more relevant content for users. Moreover, these technologies might help to identify problems that may arise from hate speech or fake news and thus improve the quality of content on this platform.
- With the formation of multiple partnerships, investment in projects, and launching new products on the market, companies are increasing their market share. For instance, in November 2022, strategic investment in AntiToxin, Inc., dba, L1ght, an anti-toxicity AI company, was announced by TaskUs Inc., a provider of outsourced trust and safety and digital customer experience services to fast-growing technology companies. L1ght's technology leverages AI to recognize and analyze harmful online content. The investment will assist the launch of the Safety Operations Center. This integrated solution utilizes L1ght's AI and TaskUs' moderation professionals to safeguard the users of social networks, dating apps, and online marketplaces.
- In June 2022, Claid.ai, an AI company that helps marketplaces improve user-generated images, launched an end-to-end image processing platform, Claid API 2.0. Claid's technology automatically enhances photos, removes backgrounds, aligns products on the canvas, and fixes lighting. Claid has already optimized over 100M user-generated photos for some of the major US players.
- The user-generated content platform market is constantly evolving, with new trends and changes in user behavior shaping the industry. Furthermore, AI and machine learning can help to personalize the user experience on user-generated content platforms.
- By analyzing user behavior and preferences, these technologies can recommend relevant content, products, or services to users. This can increase engagement and retention on the platform, as users are more likely to continue using a platform that provides them with personalized recommendations. Therefore, the development of AI and machine learning technologies will be a key factor in the future success of user-generated content platforms.

Asia-Pacific Witness the Fastest Growth

- Asia-Pacific region was expected to have a substantial share of the global user-generated content platforms market in 2022. In emerging economies like India and China, this growth is driven by an increase in the usage of smartphones and the increasing popularity of social networking sites.
- The rapid growth of the User-Generated Content Platform Market in this region is also due to increased technology developments, as well as broad adoption within IT & telecommunications. The positive growth of the user base is driven by an increase in demand for IoT and associated devices, together with increased deployment of broadband network platforms.
- Also, the region has witnessed a rapid increase in internet penetration, with more people gaining access to the internet through mobile devices and improved connectivity. This led to a larger user base for UGC platforms. As per the China Internet Network Information Center, the Internet Penetration Rate of Rural data was reported at 61.90 % in December 2022. This recorded an increase from the previous number of 58.80 % for June 2022.
- In May 2022, the launch of the User Generated Content Platform was announced by Pink Lemonade Communications, a global full-service, integrated marketing and communication agency. The Pink Lemonade UGC Studio is designed by a team of authentic and common people who are enthusiastic about creating content that will inform, educate, or entertain the audience.
- Meanwhile, during the same month of May 2022, BUD, a metaverse user-generated platform, introduced its USD 36.8M Series B round led by Sequoia Capital India with participation from ClearVue Partners, NetEase, and Northern Light Venture Capital. In

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addition, the round was attended by existing investors GGV Capital, Qiming Venture Partners, and Source Code Capital.

User-Generated Content Platform Industry Overview

In January 2023, PepsiCo Inc.'s energy drink brand, Sting, has teamed up with Moj, an Indian short video app, to create user-generated content around the company's campaign to promote the brand. This innovation, in particular, is to increase user content and promotion of the campaign.

In November 2022, Jio Platforms, an Indian Multinational Technology company, partnered with Creativeland Asia, a creative services company, and Rolling Stone's Indian edition launched a new app called Platform. Platform app aimed to target celebrity entertainers with an ecosystem designed to empower creators to advance through ranks and reputation.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

4.2 Industry Attractiveness - Porter's Five Forces Analysis

4.2.1 Bargaining Power of Buyers

4.2.2 Bargaining Power of Suppliers

4.2.3 Threat of New Entrants

4.2.4 Threat of Substitutes

4.2.5 Intensity of Competitive Rivalry

4.3 Assessment of the Impact of COVID-19 on the Market

5 MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Increase in Use of Influencer Marketing

5.1.2 Development of AI and Machine Learning

5.2 Market Restraints

5.2.1 Trust and Safety Issues

6 MARKET SEGMENTATION

6.1 By Product Type

6.1.1 Blogs

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- 6.1.2 Websites
- 6.1.3 Advertising and Promotions
- 6.1.4 Social Media
- 6.1.5 Audio and Video
- 6.1.6 Other Product Types
- 6.2 By End-user
 - 6.2.1 Individual
 - 6.2.2 Enterprises
- 6.3 By Geography
 - 6.3.1 North America
 - 6.3.2 Europe
 - 6.3.3 Asia-Pacific
 - 6.3.4 Latin America
 - 6.3.5 Middle East and Africa

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Bazaarvoice
 - 7.1.2 CrowdRiff
 - 7.1.3 Monotype Imaging Inc.
 - 7.1.4 Yotpo Ltd
 - 7.1.5 Grin Technologies Inc.
 - 7.1.6 Pancake Laboratories, Inc.
 - 7.1.7 Pixlee TurnTo
 - 7.1.8 Taggbox.com
 - 7.1.9 Curalate, Inc.
 - 7.1.10 Upfluence

8 INVESTMENT ANALYSIS

9 MARKET OPPORTUNITIES AND FUTURE TRENDS

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