

Global Social Networking - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Global Social Networking Market size is estimated at USD 95.33 billion in 2025, and is expected to reach USD 209.82 billion by 2030, at a CAGR of 17.09% during the forecast period (2025-2030).

Key Highlights

- A social networking/messaging site is an online platform where users create social networks or social relationships with others with similar personal or professional interests, hobbies, backgrounds, or real-life connections.
- The market for social networking sites has been growing at a breakneck pace. The increase in demand is not solely attributed to millennials but also widespread adoption by people of all ages. Furthermore, social networking sites have increased significantly due to increased demand from businesses that use the platforms for marketing purposes.
- Furthermore, due to the exponential growth of data provided by social networking platforms, businesses increasingly rely on customer data to make marketing and customer-related choices. In today's commercial environment, analytics performed through these networking platforms is widely regarded as an important business and marketing tool. Businesses worldwide embrace social media analytics to acquire meaningful insights into consumer attitudes and improve their services and product portfolios.
- Social media became a crucial platform for communication during social isolation and restricted contact with others. Social media platforms are designed to bring people together, and keeping everyone in touch during the pandemic significantly increases usage. According to the Canadian Mental Health Association, since many people are asked to stay at home, they have turned to social media to keep up their relationships and access entertainment to pass the time.

Social Networking Market Trends

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Increasing Use of In-App Purchase are Expected to Drive the Market

- In-app purchases are transforming the social networking industry, shifting it from a predominantly advertising-driven revenue model. As these platforms adapt to evolving consumer preferences, in-app purchases have become a critical monetization strategy, driving market growth and fostering innovation.
- Earlier, social networks relied heavily on advertising revenue. However, with regulatory changes and increasing competition for advertising budgets, these platforms are diversifying their income streams. In-app purchases provide a sustainable revenue model, enabling platforms to reduce ad saturation while maintaining a balance between user experience and profitability. In response to this trend, several companies are introducing innovative solutions
- For instance, in June 2024, Pinterest partnered with lifestyle media company Tastemade to launch "Deliciously Entertaining." This initiative features an influencer host alongside select celebrity guests, offering users a shoppable experience on Pinterest. This strategic move highlights Pinterest's efforts to enhance its e-commerce capabilities and drive shopping activities directly within its platform.
- Additionally, the growth of in-app purchases is closely linked to increasing internet penetration. A GSMA report indicates that global 5G adoption is accelerating, with connections projected to reach 5 billion by 2030. In-app purchases incentivize users to spend more time on platforms by offering exclusive content and tools. Furthermore, gamification features, such as challenges tied to in-app purchases, enhance user engagement and foster loyalty.
- In-app purchases are redefining the social networking market, offering platforms a viable alternative to traditional advertising-based revenue models. By focusing on personalization, user engagement, and creator-driven ecosystems, social networks are leveraging in-app purchases to drive growth and ensure long-term sustainability. As the digital economy continues to expand, in-app purchases are expected to play an increasingly significant role in shaping the future of social networking.

Asia Pacific Account for fastest growing Market

- Social media usage is highly prevalent across the Asia-Pacific region, making it a critical area of focus for businesses aiming to expand their digital presence. DFMA (Digital Marketing for Asia), a Japan-based digital marketing firm specializing in online advertising, reports that the Asia-Pacific region accounts for an impressive 64% of the global unique social media audience. This dominance underscores the region's significance in the global social media landscape.
- China's social media ecosystem presents a unique dynamic due to the government's restrictions on widely-used Western platforms such as Facebook, YouTube, and Twitter. According to Tencent, in 2024, WeChat remains the most popular platform in the country, with over 1.1 billion monthly active users. WeChat functions as an all-encompassing application, offering a wide range of services, including messaging, mobile payments, news feeds, bookings, food delivery, and other integrated features.
- In India, the social media user base has reached 448 million, representing approximately 32% of the nation's total population. Notably, 99.5% of these users, equivalent to 445 million individuals, access social media platforms through mobile devices. DataReportal identifies Facebook, YouTube, WhatsApp, and Instagram as the most widely used platforms in the country.
- The proliferation of affordable smartphones, coupled with declining mobile data costs, has significantly expanded internet accessibility across the Asia-Pacific region. Countries such as India and Indonesia, where mobile-first internet usage is predominant, have experienced exponential growth in social media adoption. With a combined internet user base exceeding 700 million, platforms like Facebook, Instagram, and WhatsApp have achieved substantial penetration.
- The Asia-Pacific region's digital transformation and dynamic consumer base are driving the increasing demand for social networking. Supported by a young demographic, advanced technologies, and innovative platforms, the APAC market is leading the global expansion of social networking. As platforms customize their offerings to align with regional preferences and address challenges, they are strategically positioned to leverage the significant opportunities in this rapidly evolving market.

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Social Networking Industry Overview

The social networking market is semi-consolidated due to the significant presence of players such as Alphabet Corporation (YouTube), Byte Dance Ltd. (Tik Tok), X.com, Snapchat, Pinterest, and others. These vendors focus on research and development activities, strategic partnerships, and other organic and inorganic growth strategies to earn a competitive edge throughout the forecast period.

In summary, the social networking market is characterized by a shift towards community-oriented engagement, authenticity in content creation, the rise of e-commerce integration, and the strategic use of influencers. Brands must adapt quickly to these trends to remain competitive and relevant in an ever-evolving digital landscape.

Additional Benefits:

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

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