

# Growing Social Media Usage, Rising Internet Penetration to Drive the Global Social Commerce Market; says TNR

*Global Social Commerce Market Thriving: Set for US\$ 13,422.2 Bn by 2034; driven by the Growing Number Of Smartphone Users*

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/EINPresswire.com/ -- Social commerce is the fusion of social media and e-commerce, enabling businesses to sell products directly through social media

platforms. It leverages the interactive and engaging nature of social networks to facilitate product discovery, marketing, and sales within a single ecosystem. Features such as shoppable posts, in-app checkout, and live streaming allow users to browse and purchase without leaving the platform. Influencers and user-generated content play crucial roles in promoting products, building trust, and driving consumer decisions. Social commerce simplifies the buying process, provides personalized recommendations, and creates a seamless shopping experience. By integrating social interaction with commercial transactions, it transforms how consumers discover, engage with, and purchase products online.

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The extensive use of social media platforms provides a vast and engaged audience, ideal for integrated shopping experiences. Influencer marketing significantly boosts product visibility and consumer trust, driving purchase decisions. Seamless e-commerce features within social platforms, such as in-app checkout and shoppable posts, enhance convenience and streamline the buying process. Personalized shopping experiences, powered by data analytics and AI, increase consumer engagement and satisfaction. Additionally, the interactive nature of social commerce, including live streaming and user-generated content, fosters a sense of community and authenticity, further fueling consumer demand.

Social commerce faces several restraining factors. Privacy and data security concerns can deter consumers from sharing personal information and making purchases on social media platforms.

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Ad fatigue from excessive promotional content may reduce user engagement and trust. Technical challenges, such as ensuring seamless checkout and managing logistics, can complicate the shopping experience. Regulatory issues, varying by region, add complexity to global operations. Additionally, reliance on platform algorithms and policies can make businesses vulnerable to changes that affect their reach and sales. These challenges must be addressed for social commerce to sustain and grow its market presence.

Social commerce presents significant opportunities for businesses. The integration of shopping experiences within social media platforms allows brands to reach a large, engaged audience seamlessly. Leveraging influencers and user-generated content can enhance product visibility and consumer trust. Advancements in AI and data analytics enable highly personalized shopping experiences, driving customer satisfaction and loyalty.

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Social commerce faces several challenges that can hinder its growth. Privacy and data security concerns are paramount, as consumers worry about the safety of their personal information on social platforms. Ad fatigue from constant promotional content can lead to decreased user engagement and trust. Technical difficulties in integrating seamless checkout processes and managing logistics can complicate the shopping experience. Regulatory variations across regions pose hurdles for global expansion. Moreover, businesses risk becoming overly dependent on platform algorithms and policies, which can change unpredictably, impacting their reach and sales. Addressing these challenges is crucial for the sustainable development of social commerce.

#### Global Social Commerce Market: Key Inclusions

- The global social commerce market reached valuation of US\$ 948.2 Bn in 2023, growing at a CAGR of 30.2% During 2024 – 2034.
- Customer-to-customer (C2C) segment is projected as the fastest growing segment in the social commerce market in 2023. The widespread use of social media platforms facilitates direct interactions between individual buyers and sellers, enhancing the appeal of C2C transactions. Trust and authenticity are bolstered through peer reviews, ratings, and recommendations, which encourage more users to engage in buying and selling. The convenience of integrated payment systems and user-friendly interfaces on platforms like Facebook Marketplace, WeChat, and Instagram simplifies transactions.
- Personal & Beauty Care segment in the social commerce market is Projected as the Fastest Growing Segment. Social media platforms like Instagram, TikTok, and YouTube provide ideal venues for visual content, allowing brands and influencers to showcase products through tutorials, reviews, and live demonstrations. This content drives product discovery and builds consumer trust. The influence of beauty influencers and peer recommendations further

amplifies demand, as followers often look to trusted figures for beauty advice.

- North America has emerged as the second-largest market in the social commerce market, driven by a tech-savvy population, advanced digital infrastructure, and the widespread adoption of social media platforms for shopping. Consumers in North America are early adopters of new technologies, making the integration of social media and e-commerce more seamless and appealing. In addition, platforms like Instagram and Facebook have introduced seamless shopping features, allowing users to make purchases directly within their social feeds. This convenience, combined with a strong consumer culture and significant social media usage, has propelled the rapid expansion of social commerce market in North America. For instance, Instagram's checkout feature allows users to complete purchases without leaving the app, enhancing the ease of shopping through social media.

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Global Social Commerce Market Key Players:

- Alibaba
- Amazon
- Etsy, Inc.
- Fashionista Technologies Private Limited (Meesho)
- Meta Platforms, Inc. (Facebook)
- Pinduoduo Inc.
- Pinterest, Inc.
- Poshmark
- Roposo
- Snap, Inc.
- Taobao
- TikTok (Douyin)
- Trel Shop
- Twitter, Inc.
- WeChat (Weixin)
- Xiaohongshu
- Yunji Sharing Technology Co., Ltd.
- Other Industry Participants

Global Social Commerce Market

Global Social Commerce Market Business Model Outlook (Revenue, USD Million, 2016 - 2034)

- Business to Consumer (B2C)
- Business to Business (B2B)
- Consumer to Consumer (C2C)

## Global Social Commerce Market Application Outlook (Revenue, USD Million, 2016 - 2034)

- Personal & Beauty Care
- Apparels
- Accessories
- Home Products
- Health Supplements
- Food & Beverage
- Others

## Global Social Commerce Market End User Outlook (Revenue, USD Million, 2016 - 2034)

- Video Commerce (Live stream + Prerecorded)
- Social Network-led Commerce
- Social Reselling
- Group Buying
- Product Review Platforms

## Global Social Commerce Market Regional Outlook (Revenue, USD Million, 2016 - 2034)

- North America (U.S., Canada, Mexico, Rest of North America)
- Europe (France, The UK, Spain, Germany, Italy, Nordic Countries (Denmark, Finland, Iceland, Sweden, Norway), Benelux Union (Belgium, The Netherlands, Luxembourg), Rest of Europe)
- Asia Pacific (China, Japan, India, New Zealand, Australia, South Korea, Southeast Asia (Indonesia, Thailand, Malaysia, Singapore, Rest of Southeast Asia), Rest of Asia Pacific)
- Middle East & Africa (Saudi Arabia, UAE, Egypt, Kuwait, South Africa, Rest of Middle East & Africa)
- Latin America (Brazil, Argentina, Rest of Latin America)

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