

Global Social Commerce Logistics Market to Reach USD 254.17 Billion by 2024-2033

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/EINPresswire.com/ -- The global [social commerce logistics market](#) is set for significant growth, expanding from an estimated USD 75.14 billion in 2024 to USD 254.17 billion by 2033, at a compound annual growth rate (CAGR) of 14.5%. This surge is fueled by the increasing use of mobile devices and the rapid adoption of social media for online shopping.



Growth Drivers in Social Commerce Logistics

The rise of platforms like Instagram, Facebook, TikTok, and Pinterest has transformed social media from a communication tool into a key e-commerce channel. Users can now explore, review, and purchase products directly through these platforms, eliminating the need for separate e-commerce websites. This seamless integration is reshaping the retail industry and increasing demand for faster, more efficient logistics solutions.

A significant milestone in social commerce was seen in May 2022, when TikTok expanded its Marketing Partners Program, allowing businesses to enhance their engagement with customers. Companies like Brand Watch are leveraging these opportunities to optimize content and customer interactions within the TikTok ecosystem, creating more streamlined shopping experiences.

Impact on Logistics and Supply Chain

As social commerce grows, logistics providers face increasing pressure to deliver products

quickly and efficiently. Consumers now expect fast and reliable deliveries that match the ease of making purchases on social media. To meet these demands, companies are investing in real-time tracking, optimized delivery routes, and last-mile delivery improvements.

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Additionally, influencer-driven sales create unpredictable surges in order volumes. A single viral post can generate thousands of purchases overnight, requiring logistics networks to be flexible and responsive. To address this, third-party logistics providers like Delhivery and XpressBees are expanding into quick-commerce services to handle the growing demand for rapid deliveries.

Challenges in the Market

While the market is expanding, challenges remain. One of the major concerns is data privacy and security. Social commerce relies heavily on collecting user data for personalized shopping experiences and efficient delivery. However, regulations such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the U.S. impose strict guidelines on data handling, making compliance complex and costly for businesses operating across multiple regions.

Regional and Business Model Insights

The social commerce logistics market is particularly strong in countries with high e-commerce penetration, such as China, the United States, and India. These regions see massive volumes of social media-driven purchases, requiring logistics providers to integrate various payment systems, real-time tracking, and localized delivery solutions.

The market is also evolving across different business models, especially in the Business-to-Consumer (B2C) segment. The growing trend of quick-commerce—where consumers expect deliveries in hours rather than days—is reshaping logistics operations. Companies are now focusing on enhancing last-mile delivery capabilities to meet these expectations.

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In March 2024, Shiprocket, a platform that streamlines logistics for small online sellers, broadened its service offerings following a recent funding round. The newly introduced services, which were initially tested, include fintech solutions such as checkout services, working capital loans, insurance, and a stronger emphasis on international shipping.

Some of the key companies in the global Social Commerce Logistics Market include:

Shiprocket
Delhivery
Ekart
Xpressbees
Shadowfax
DHL eCommerce Solutions
XPO Logistics
FedEx
UPS
Shipt

Social Commerce Logistics Latest Industry Updates

In June 2024, third-party logistics providers like Delhivery and XpressBees, who have primarily served the e-commerce sector, are now expanding their focus to the quick-commerce industry. This strategic shift is driven by the growing demand from platforms such as Swiggy Instamart, Blinkit, and Zepto.

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Social Commerce Logistics Market Segmentation Analysis

By Business Model

Outlook (Revenue, USD Billion; 2020-2033)

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

By Service Outlook (Revenue, USD Billion; 2020-2033)

Transportation
Warehousing and Inventory Management
Value-added Services (Labelling and Packaging)

By Product Type Outlook (Revenue, USD Billion; 2020-2033)

Personal and Beauty Care
Apparel
Accessories
Home Products
Health Supplements

Food and Beverages
Other Product Types

By Sales Channel Outlook (Revenue, USD Billion; 2020-2033)

Video Commerce
Social Network-Led Commerce
Social Reselling
Group Buying
Product Review Platforms

By Regional Outlook (Revenue, USD Billion; 2020-2033)

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Benelux

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of Asia-Pacific

Latin America

Brazil

Rest of Latin America

Middle East and Africa

Saudi Arabia

UAE

South Africa

Turkey

Rest of MEA

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The rapid rise of social commerce is revolutionizing the logistics industry, creating new

opportunities for businesses to innovate and improve delivery services. While challenges like data privacy regulations pose hurdles, companies investing in advanced logistics solutions are poised for success in this fast-growing market.

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