

# Global Social Media Login API Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G164C0E94A70EN.html>

Date: January 2026

Pages: 145

Price: US\$ 4,480.00 (Single User License)

ID: G164C0E94A70EN

## Abstracts

The global Social Media Login API market size is expected to reach \$ 4017 million by 2032, rising at a market growth of 6.1% CAGR during the forecast period (2026-2032). Social Media Login API (Application Programming Interface) refers to a set of standardized programming protocols and tools provided by mainstream social media platforms (such as Facebook, Google, Twitter, WeChat, and Instagram), which enables third-party applications, websites, or systems to integrate social account-based login functions, eliminating the need for users to register independent accounts on the target platform. It works based on authorization frameworks like OAuth or OpenID Connect: when a user chooses to log in via a social media account, the third-party application sends an authentication request to the corresponding social media platform's API, the platform verifies the user's identity and obtains the user's explicit authorization to access specified basic information (such as nickname, avatar, and email address), and then feeds back a valid authentication token to the third-party application to complete the login process. This API not only simplifies the user registration and login flow, reduces user churn caused by complicated account creation steps, but also ensures data security through standardized authorization mechanisms, preventing unauthorized access to sensitive user information; at the same time, it helps third-party platforms acquire basic user data for user portrait construction and personalized service optimization, while complying with global data privacy regulations such as GDPR and CCPA.

The Social Media Login API market is experiencing robust growth, driven by industry trends including increasing integration of AI and biometric authentication (such as facial recognition and voice verification) to enhance security and user experience, rising adoption of OAuth 2.1 and OpenID Connect 1.0 for standardized, privacy-focused authorization, expansion across diverse sectors from e-commerce to healthcare and automotive, and growing demand for cross-platform interoperability to support seamless

user journeys across multiple digital touchpoints; key opportunities lie in leveraging the 5.20 billion global social media user base (2025) to reduce user onboarding friction and boost conversion rates, providing customized authentication solutions for niche industries with specific compliance needs, integrating with emerging technologies like AR/VR and the metaverse for immersive login experiences, and tapping into emerging markets where mobile-first users prefer social login over traditional account creation; however, the market faces significant challenges including stringent data privacy regulations (GDPR, CCPA, etc.) that increase compliance costs and require explicit user consent mechanisms, security vulnerabilities from OAuth protocol breaches and third-party data leaks that erode user trust, over-reliance on social media platforms whose policy changes or outages can disrupt service availability, and user resistance due to concerns about data tracking and privacy infringement, alongside the need for continuous adaptation to evolving authentication standards and platform-specific limitations.

This report studies the global Social Media Login API demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Social Media Login API, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Social Media Login API that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Social Media Login API total market, 2021-2032, (USD Million)

Global Social Media Login API total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Social Media Login API total market, key domestic companies, and share, (USD Million)

Global Social Media Login API revenue by player, revenue and market share 2021-2026, (USD Million)

Global Social Media Login API total market by Type, CAGR, 2021-2032, (USD Million)

Global Social Media Login API total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Social Media Login API market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Okta, LoginRadius, miniOrange, OneAll, OneLogin, Auth0, Nextend, SAP Customer Data Cloud, Firebase, Keycloak, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Social Media Login API market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Social Media Login API Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Social Media Login API Market, Segmentation by Type:

OAuth 2.0-based API

OpenID Connect-based API

Customized Authorization API

Global Social Media Login API Market, Segmentation by Deployment Mode:

Cloud-based

On-premises

Hybrid

Global Social Media Login API Market, Segmentation by Technical Architecture:

Single-factor Authentication API

Multi-factor Authentication API

Passwordless Authentication API

Global Social Media Login API Market, Segmentation by Application:

Personal

Enterprise

### **Companies Profiled:**

Okta

LoginRadius

miniOrange

OneAll

OneLogin

Auth0

Nextend

SAP Customer Data Cloud

Firebase

Keycloak

FusionAuth

MojoAuth

GetSocial

Ping Identity

IBM

CyberArk Identity

WorkOS

#### Key Questions Answered

1. How big is the global Social Media Login API market?
2. What is the demand of the global Social Media Login API market?
3. What is the year over year growth of the global Social Media Login API market?
4. What is the total value of the global Social Media Login API market?
5. Who are the Major Players in the global Social Media Login API market?
6. What are the growth factors driving the market demand?

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