

# Global Social Media Login API Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GAA641761291EN.html>

Date: January 2026

Pages: 122

Price: US\$ 3,480.00 (Single User License)

ID: GAA641761291EN

## Abstracts

According to our (Global Info Research) latest study, the global Social Media Login API market size was valued at US\$ 2658 million in 2025 and is forecast to a readjusted size of US\$ 4017 million by 2032 with a CAGR of 6.1% during review period.

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 is a detailed and comprehensive analysis for global Social Media Login API market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Social Media Login API market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Social Media Login API market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Social Media Login API market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Social Media Login API market shares of main players, in revenue (\$ Million),

2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Social Media Login API

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

### **Market segmentation**

Social Media Login API market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

OAuth 2.0-based API

OpenID Connect-based API

Customized Authorization API

## Market segment by Deployment Mode

Cloud-based

On-premises

Hybrid

## Market segment by Technical Architecture

Single-factor Authentication API

Multi-factor Authentication API

Passwordless Authentication API

## Market segment by Application

Personal

Enterprise

## Market segment by players, this report covers

Okta

LoginRadius

miniOrange

OneAll

OneLogin

Auth0

Nextend

SAP Customer Data Cloud

Firebase

Keycloak

FusionAuth

MojoAuth

GetSocial

Ping Identity

IBM

CyberArk Identity

WorkOS

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Social Media Login API product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Social Media Login API, with revenue, gross margin, and global market share of Social Media Login API from 2021 to 2026.

Chapter 3, the Social Media Login API competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Social Media Login API market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Social Media Login API.

Chapter 13, to describe Social Media Login API research findings and conclusion.

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