

Global Social Trading Network Platform Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Social Trading Network Platform market size is expected to reach \$ 4246 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

Social trading network platform refers to connecting traders and investors through online platforms or applications and providing a social trading environment. This kind of platform usually allows users to share trading opinions, exchange trading experiences, and track the trading behaviors of other traders during the trading process. Through the social trading network platform, traders can learn and participate in the financial market more conveniently, thereby expanding their trading circle and improving the transparency and accessibility of transactions.

The upstream segment of the social trading network platform industry chain primarily encompasses brokerage licenses (for securities, forex, and crypto assets), exchanges and liquidity providers, market data services, payment and clearing institutions, custodians, KYC/AML identity verification, compliance and risk control systems, cloud computing, cybersecurity, trade matching systems, and portfolio analysis tools. The midstream consists of social trading network platform operators responsible for account opening, market data display, trade execution, strategy leaderboards, trader profiling, copy trading, portfolio subscriptions, community interaction, investor education, risk disclosures, commission settlement, and compliance management, enabling users to replicate other investors' trading activities in real-time and on a proportional basis. Downstream clients primarily include retail investors, active traders, strategy providers, financial KOLs, asset management firms, brokers, fintech companies, and crypto asset investors; applications span stocks, ETFs, forex, CFDs, crypto assets, thematic portfolios, and automated copy trading. The gross profit margin for social trading

network platforms is approximately 63%.

From a demand perspective, the core appeal of social trading platforms lies in lowering the barriers for ordinary investors regarding information gathering and trading decisions. These platforms integrate trading accounts, investment portfolios, performance rankings, risk metrics, community interaction, and copy-trading features, enabling users to observe the strategies of other investors and even replicate their trades on a pro-rata basis. Consequently, the value of social trading platforms extends beyond mere 'online trading'; they transform financial trading into a digital service characterized by content, community engagement, leaderboards, and strategy subscriptions.

From an operational perspective, the focus of future competition will shift from simple customer acquisition and trade matching to comprehensive capabilities encompassing trading proficiency, social content, risk profiling, and compliant operations. While traditional brokerages or trading apps primarily address account opening, market data, and order execution, social trading platforms must also establish systems for trader ratings, historical drawdown analysis, risk classification, copy-follower counts, capital scale, strategy documentation, and investor education. Social or copy trading is not synonymous with investment advice, and past performance does not guarantee future results; thus, platforms must enhance strategy transparency while maintaining rigorous risk disclosure and user suitability management. Platforms that offer high-quality strategies, foster active communities, ensure low-latency execution, and implement robust risk controls will be better positioned to build user loyalty and scale trading volumes.

From the standpoint of risk and regulation, social trading network platforms offer significant growth potential but face greater compliance pressures than standard online communities or trading software. Copy trading may be classified as an investment service or investment management activity, triggering requirements related to information disclosure, product governance, suitability assessments, incentive structures, and the qualifications of the traders being copied. Therefore, the industry's future growth will not rely solely on 'high-yield leaderboards'; instead, it will evolve toward a model deeply integrated with regulatory licensing, risk tiering, transparent disclosure, investor protection, and regulated brokerage operations.

This report studies the global Social Trading Network Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Social

Trading Network Platform, 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 Trading Network Platform that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Social Trading Network Platform total market, 2021-2032, (USD Million)

Global Social Trading Network Platform total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Social Trading Network Platform total market, key domestic companies, and share, (USD Million)

Global Social Trading Network Platform revenue by player, revenue and market share 2021-2026, (USD Million)

Global Social Trading Network Platform total market by Type, CAGR, 2021-2032, (USD Million)

Global Social Trading Network Platform total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Social Trading Network Platform 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 NAGA Group, ZuluTrade, AvaTrade, Pelican Trading, Darwinex, MetaQuotes, TradingView, Stocktwits, Collective2, Xueqiu, 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 Trading Network Platform 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 Trading Network Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Social Trading Network Platform Market, Segmentation by Type:

Cloud Based

On-Premises

Global Social Trading Network Platform Market, Segmentation by Risk Control Transparency:

Low-Transparency Platforms (Fewer Than 3 Risk Indicators)

Standard-Transparency Platforms (3-8 Indicators)

High-Transparency Platforms (More Than 8 Risk Indicators)

Global Social Trading Network Platform Market, Segmentation by Size of Copy-Trading Capital:

Small-Scale Copy Trading Platform

Medium-Scale Copy Trading Platform

Large-Scale Copy Trading Platform

Global Social Trading Network Platform Market, Segmentation by Application:

Enterprise

Personal

Companies Profiled:

NAGA Group

ZuluTrade

AvaTrade

Pelican Trading

Darwinex

MetaQuotes

TradingView

Stocktwits

Collective2

Xueqiu

East Money Information

Futu Holdings

Tiger Brokers

Hithink RoyalFlush

Rakuten Securities

MINKABU THE INFONOID

Key Questions Answered

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

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