

Global Social APP Market Growth (Status and Outlook) 2024-2030

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Abstracts

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A social app is a software application that enables users to communicate, interact, and share content with others through the internet. Social apps typically feature user-generated content that lends itself to engagement via likes, shares, comments, and discussion. Social apps can also provide various services and functions, such as e-commerce, gaming, education, entertainment, and news.

The global Social APP market size is projected to grow from US\$ million in 2023 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

LPI (LP Information)' newest research report, the "Social APP Industry Forecast" looks at past sales and reviews total world Social APP sales in 2023, providing a comprehensive analysis by region and market sector of projected Social APP sales for 2024 through 2030. With Social APP sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Social APP industry.

This Insight Report provides a comprehensive analysis of the global Social APP landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Social APP portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Social APP market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Social APP and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Social APP.

United States market for Social APP is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Social APP is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Social APP is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Social APP players cover Meta (formerly Facebook), Google, ByteDance, Tencent and X (formerly Twitter), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

This report presents a comprehensive overview, market shares, and growth opportunities of Social APP market by product type, application, key players and key regions and countries.

Segmentation by type

Daily Social APP

Specialized Social APPs (Sports, Games, Movies, Etc.)

Segmentation by application

Journalism and Dissemination

Entertainment Exchanges

Business Media

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Meta (formerly Facebook)

Google

ByteDance

Tencent

X (formerly Twitter)

Snap

LinkedIn

Hupu

Baidu

Xingyin Information Technology

Sina Weibo

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