

# **Social Commerce Market Outlook 2025-2034: Market Share, and Growth Analysis By Product Type (Personal And Beauty Care, Apparel, Accessories, Home Products, Health Supplements, Food And Beverage, Other Products), By Device Type (Laptops And PCs, Mobiles, Other Devices), By Business Model, By End User**

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## **Abstracts**

The Social Commerce Market is valued at USD 739 billion in 2025 and is projected to grow at a CAGR of 16.9% to reach USD 3015.2 billion by 2034. Social commerce refers to the integration of e-commerce capabilities directly into social media platforms, allowing users to discover, evaluate, and purchase products without leaving their favorite apps. Unlike traditional e-commerce, which relies heavily on standalone websites or marketplaces, social commerce turns everyday scrolling into shoppable experiences by blending product promotions with authentic social engagement. It leverages influencers, user-generated content, live streaming, and community interactions to guide purchasing decisions. Platforms like Instagram, TikTok, Facebook, and Pinterest have added in-app checkout and product tagging features, making the path from discovery to purchase seamless. For consumers, the appeal lies in convenience and trust—shopping becomes a natural part of their social routine. For brands, especially small businesses and direct-to-consumer startups, social commerce presents a low-barrier, high-reach method of entering the digital market. The model thrives on social proof and real-time interaction, allowing marketing and sales to happen simultaneously within a familiar, engaging environment. This growing fusion of commerce and content is reshaping retail, making it more dynamic, visual, and driven by peer influence. The social commerce market matured significantly, marked by both technological innovation and evolving consumer behavior. The live shopping trend

gained global momentum, with influencers hosting interactive sessions where viewers could comment, ask questions, and buy products instantly. Platforms raced to launch or refine native checkout features to streamline the purchase journey without requiring users to exit the app. AI-driven personalization tools became more advanced, tailoring shopping feeds to individual user preferences based on past behavior and social interactions. User-generated content became central to marketing strategies, as brands increasingly leaned on real customer reviews, reels, and stories to build credibility and emotional connection. Meanwhile, new partnerships between platforms and logistics providers improved delivery speed and customer service within social commerce channels. International markets, particularly in Southeast Asia and Latin America, saw accelerated adoption due to mobile-first consumer habits and influencer-driven cultures. This year also saw increasing scrutiny from regulators regarding advertising disclosures, consumer protection, and the handling of user data within commerce-enabled social media environments. The social commerce is expected to evolve into a more immersive and decentralized retail experience. Augmented reality (AR) features will become standard, allowing users to virtually try on products—from clothing and accessories to furniture—directly within the app. Social platforms are likely to invest in AI-powered virtual shopping assistants that can answer product-related queries, suggest alternatives, and even assist with checkout. Blockchain and Web3 technologies could introduce new loyalty ecosystems and product authentication methods, adding transparency and digital ownership layers to the shopping experience. Additionally, brands will begin to build “community stores” where purchasing decisions are driven by group interaction, polls, and co-creation of product lines. This shift toward community-led retail will deepen emotional engagement and brand loyalty. However, as competition intensifies and user expectations rise, maintaining authenticity and ensuring privacy compliance will be critical for long-term success. Consumers will increasingly demand ethical use of their data and transparent advertising practices, compelling platforms and brands to prioritize trust alongside convenience.

## Key Insights Social Commerce Market

**Live Video Shopping Growth:** Real-time product demonstrations through live streams are becoming a dominant force, blending entertainment with instant purchasing to drive conversions and community engagement.

**Augmented Reality Try-Ons:** AR is allowing users to virtually try on makeup, clothes, and accessories within social apps, enhancing confidence in buying decisions and reducing product returns.

**User-Generated Content as Commerce Tool:** Authentic content like reviews, unboxings, and personal stories is now central to sales strategy, offering relatable proof that drives impulse and trust-based buying.

**Social Platform Integration with Fulfillment:** Logistics integration is helping platforms offer end-to-end experiences—from discovery to delivery—within a single app, improving satisfaction and retention.

**Creator-Led Shopping Ecosystems:** Influencers and creators are launching their own branded storefronts and curated collections, transforming social platforms into personalized digital malls.

**Mobile-First Consumer Culture:** Widespread smartphone usage and app-based browsing habits are making social platforms the default space for product discovery and impulse shopping.

**Influencer and Creator Economy Expansion:** Influencers are leveraging trust-based relationships with followers to drive product recommendations and sales in a natural, engaging format.

**Lower Entry Barriers for Small Brands:** Social commerce offers a low-cost, high-exposure channel for independent sellers to showcase products without needing expensive infrastructure or advertising.

**Platform Advancements in Native Commerce Tools:** Features like in-app checkout, product tagging, and AI-driven feeds are making the shopping experience faster, smarter, and more seamless.

**Data Privacy and User Trust:** As commerce and personalization deepen, concerns about data use, targeting accuracy, and user manipulation are mounting. Platforms must address transparency, consent, and ethical boundaries to sustain user confidence and avoid regulatory backlash.

## Social Commerce Market Segmentation

### By Product Type

#### Personal And Beauty Care

Apparel

Accessories

Home Products

Health Supplements

Food And Beverage

Other Products

#### By Device Type

Laptops And PCs

Mobiles

Other Devices

#### By Business Model

B2C

B2B

C2C

#### By End User

Individual

Commercial

## Key Companies Analysed

Amazon.com Inc.

Microsoft Corporation

Alibaba Group Holding Limited

Facebook Inc.

Tencent Holdings Limited

ByteDance Ltd.

Instagram LLC

YouTube LLC

PayPal Payments Private Limited

Salesforce.com Inc.

Xiaohongshu Inc.

Pinduoduo Inc.

Adobe Inc.

LinkedIn Corporation

eBay Inc.

TikTok Inc.

Shopify Inc.

Twitter Inc.

Snapchat Inc.

Pinterest Inc.

Etsy Inc.

Sina Corporation

Weibo Corporation

Wix.com Ltd.

Squarespace Inc.

BigCommerce Holdings Inc.

Poshmark Inc.

Automattic Inc.

Renren Inc.

Fabulous Inc.

Big Cartel LLC

Volusion LLC

Ecwid Inc.

PrestaShop SA

OpenCart Limited

Miva Inc.

Zen Cart

## Social Commerce Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Social Commerce Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Social Commerce market data and outlook to 2034

United States

Canada

Mexico

Europe — Social Commerce market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Social Commerce market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Social Commerce market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Social Commerce market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Social Commerce value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Social Commerce industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of

global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Social Commerce Market Report

Global Social Commerce market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Social Commerce trade, costs, and supply chains

Social Commerce market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Social Commerce market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Social Commerce market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Social Commerce supply chain analysis

Social Commerce trade analysis, Social Commerce market price analysis, and Social Commerce supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Social Commerce market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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