

Social Commerce Market Forecasts to 2032 – Global Analysis By Product Type (Personal & Beauty Care, Apparel & Fashion, Accessories, Home & Living, Electronics & Gadgets, Health & Wellness, Toys, Games, & Hobbies, Food & Beverage and Other Product Types), Platform (Video Commerce, Social Network-led Commerce, Social Reselling Platforms, Group Buying & Community Commerce, Product Review Platforms, Messaging & Chat Commerce and Hybrid E-commerce/Social Platforms), Business Model and By Geography

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Abstracts

According to Statistics MRC, the Global Social Commerce Market is accounted for \$1.57 trillion in 2025 and is expected to reach \$13.4 trillion by 2032 growing at a CAGR of 35.8% during the forecast period. Social commerce is the integration of shopping features within social media platforms, enabling consumers to discover, engage with, and purchase products directly through these networks. It blends content-driven experiences like influencer endorsements and peer reviews with streamlined purchasing, eliminating the need for external websites. This model enhances personalization and trust by leveraging community interactions and real-time engagement. By turning social environments into sales channels, businesses can reach users where they spend time online, improving conversion rates and brand visibility.

According to the Baymard Institute, nearly 89% of shopping cart abandonment occurs through social media channels, significantly higher than via email (80%) or direct search

(75%), highlighting a key challenge in social commerce platforms.

Market Dynamics:

Driver:

Explosive growth of social media penetration and engagement

The rapid expansion in global social media usage is significantly boosting the potential of social commerce. As consumers spend more time on platforms like Instagram, TikTok, and Facebook, brands are leveraging embedded shopping features to drive engagement and sales. The merging of entertainment, content consumption, and e-commerce in one ecosystem has made social media a powerful retail channel. This trend is transforming the path to purchase into a dynamic, user-centered experience.

Restraint:

Customer churn and 'subscription/ad fatigue

Consumers often experience fatigue from repetitive offers, targeted ads, and excessive promotional notifications. The lack of long-term loyalty and occasional dissatisfaction with post-purchase experiences contributes to frequent churn. Additionally, fragmented customer journeys across multiple apps and interfaces diminish consistency and hamper conversion. Brands must balance personalization with privacy to reduce opt-outs and disengagement.

Opportunity:

Integration with AI for hyper-personalization and predictive analytics

Artificial Intelligence is revolutionizing social commerce by enabling precise targeting and individualized shopping experiences. With AI-driven analytics, platforms can anticipate consumer preferences, optimize product placements, and refine content delivery. Predictive algorithms facilitate real-time personalization, from recommending fashion styles to bundling offers based on behavior patterns. These smart integrations are helping businesses scale and adapt to evolving consumer expectations.

Threat:

Platform policy changes and algorithm shifts

Frequent modifications in platform algorithms and policy frameworks pose a risk to consistency in audience reach and visibility. Sudden adjustments to content prioritization or ad placement guidelines may reduce traffic to sellers and impact conversion metrics. Regulatory tightening especially around data usage, influencer disclosure, or transaction transparency can add operational burden affecting campaign performance and marketing ROI.

Covid-19 Impact:

The pandemic accelerated the shift toward digital-first shopping, reinforcing the relevance of social commerce. With physical retail restricted, consumers increasingly turned to social platforms for product discovery and purchase. On the downside, supply chain disruptions led to delays and inventory gaps, temporarily affecting user satisfaction. Nevertheless, the crisis proved a turning point, pushing traditional retailers to explore platform-driven commerce with renewed urgency.

The social network-led commerce segment is expected to be the largest during the forecast period

The social network-led commerce segment is expected to account for the largest market share during the forecast period driven by the ubiquity of platforms like Instagram, TikTok, Facebook, and Pinterest. These platforms are no longer just social hubs they've evolved into integrated shopping ecosystems. The algorithmic personalization of content ensures that users are exposed to products tailored to their interests, increasing conversion rates. As platforms continue to invest in native commerce tools, this segment is poised to maintain dominance across both emerging and mature markets.

The business to business (B2B) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the business to business (B2B) segment is predicted to witness the highest growth rate as social platforms increasingly serve as strategic tools for professional engagement. Small and medium enterprises (SMEs) are using social media to showcase offerings, build credibility, and connect with niche buyer communities. As digital procurement becomes more collaborative and content-led, social platforms are emerging as key facilitators of B2B commerce.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share fueled by its vast digital population and mobile-first consumer behavior. Countries like China, India, and Indonesia are witnessing explosive growth in creator-led commerce, group buying, and livestream shopping. Government initiatives promoting digital entrepreneurship, financial inclusion, and cross-border e-commerce are further accelerating adoption. The region's youth-driven demographics, coupled with high smartphone penetration and low data costs, make it a fertile ground for social commerce innovation.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by technological maturity and evolving consumer expectations. The region is at the forefront of AI-powered personalization, AR/VR shopping experiences, and creator monetization models. The rise of direct-to-consumer (D2C) brands and social-first marketing strategies is reshaping how businesses engage with audiences. High consumer trust in digital payments and a strong culture of influencer engagement are contributing to robust growth in social commerce adoption.

Key players in the market

Some of the key players in Social Commerce Market include Pinduoduo Inc., Meesho, Amazon Live, Snap, Inc., TikTok, Pinterest Inc, Instagram, WhatsApp, Pinterest, Inc., YouTube, Taggshop, Facebook, YouTube, Poshmark Inc and WeChat (Weixin).

Key Developments:

In June 2025, TikTok Cycling Race debut at Tour de France stage the platform is launching its first TikTok Cycling Race during stage 6 of the Tour de France on July 10, featuring creators and personalities racing alongside professional cyclists.

In June 2025, Amazon Ads revealed that Amazon Live engagement metrics impressions, views, clicks—are now available within Amazon Marketing Cloud. This enhancement empowers advertisers to measure live shopping performance and complete the full-funnel campaign analytics.

In February 2025, Poshmark launched Smart List AI for iOS in the U.S. and Canada, enabling sellers to auto-generate titles, descriptions, and categories from a single image. The tool cuts listing time by ~48%, supporting scalability and discovery for secondhand sellers.

Product Types Covered:

Personal & Beauty Care

Apparel & Fashion

Accessories

Home & Living

Electronics & Gadgets

Health & Wellness

Toys, Games, & Hobbies

Food & Beverage

Other Product Types

Platforms Covered:

Video Commerce

Social Network-led Commerce

Social Reselling Platforms

Group Buying & Community Commerce

Product Review Platforms

Messaging & Chat Commerce

Hybrid E-commerce/Social Platforms

Business Models Covered:

Business to Consumer(B2C)

Business to Business(B2B)

Consumer to Consumer(C2C)

Business-to-Consumer-to-Consumer (B2C2C)

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliance

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Note: Tables for North America, Europe, APAC, South America, and Middle East &
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