

momentum
#TUESDAYTALK

GLOBAL SOCIAL MEDIA TRENDS





01

65% of global Gen Zs connect most with content on social media (from friends, influencers, brands) when it is “unfiltered” or “imperfect.”

(Source: Momentum Worldwide’s Proprietary Research)



02

59% of global Gen Zs feel a brand's social media content should be inclusive and should be held accountable if they fail to do so.

(Source: Momentum Worldwide's Proprietary Research)



03

Close to half of all tweets sent over the course of a year in the US come from Gen Z Twitter users (ages 16-24).

(Source: Twitter)



04

The social commerce industry is expected to be worth \$1.2 trillion by 2025, growing 3 times faster than traditional commerce.

(Source: Business Insider, Accenture)



05

74% of shoppers globally find themselves more influenced to shop via social media now than they did pre-pandemic.

(Source: Bazaarvoice)

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