

# The 2025 GB Agency social media report



# key demographics & usage patterns



- **Demographic shifts:** Gen Z and Millennials remain dominant users, but significant growth observed in users aged 55+ across platforms
- **Time spent:** Average daily social media usage increased to 2.5 hours globally, with 15% increase in engagement during non-traditional hours (5AM-8AM)
- **Platform distribution:** Users maintain presence on average of 7.2 platforms, but actively engage on only 3-4 regularly
- **Regional variations:** Highest growth rates in Southeast Asia (28% YoY) and Sub-Saharan Africa (23% YoY)

# content consumption trends



- **Short-form video dominance:** 72% of users consume short-form video daily,
- **Audio content surge:** Podcast and audio content consumption up 35% from 2024, integrated increasingly with social platforms
- **Authenticity premium:** Content perceived as "authentic" receives 3.2x higher engagement than polished/professional content
- **AI-generated content awareness:** 68% of users report ability to identify AI-generated content, with 54% expressing skepticism toward it



# e-commerce & monetization



- **Social commerce growth:** In-app purchases increased 47% YoY, with 62% of users making at least one purchase monthly
- **Creator economy expansion:** Creator marketplace value reached \$32B globally, 29% increase from 2024
- **Micropayment adoption:** 41% of users participated in tipping or subscription models
- **Brand collaboration effectiveness:** Nano-influencers (1K-10K followers) showing highest ROI at 8.3x average return

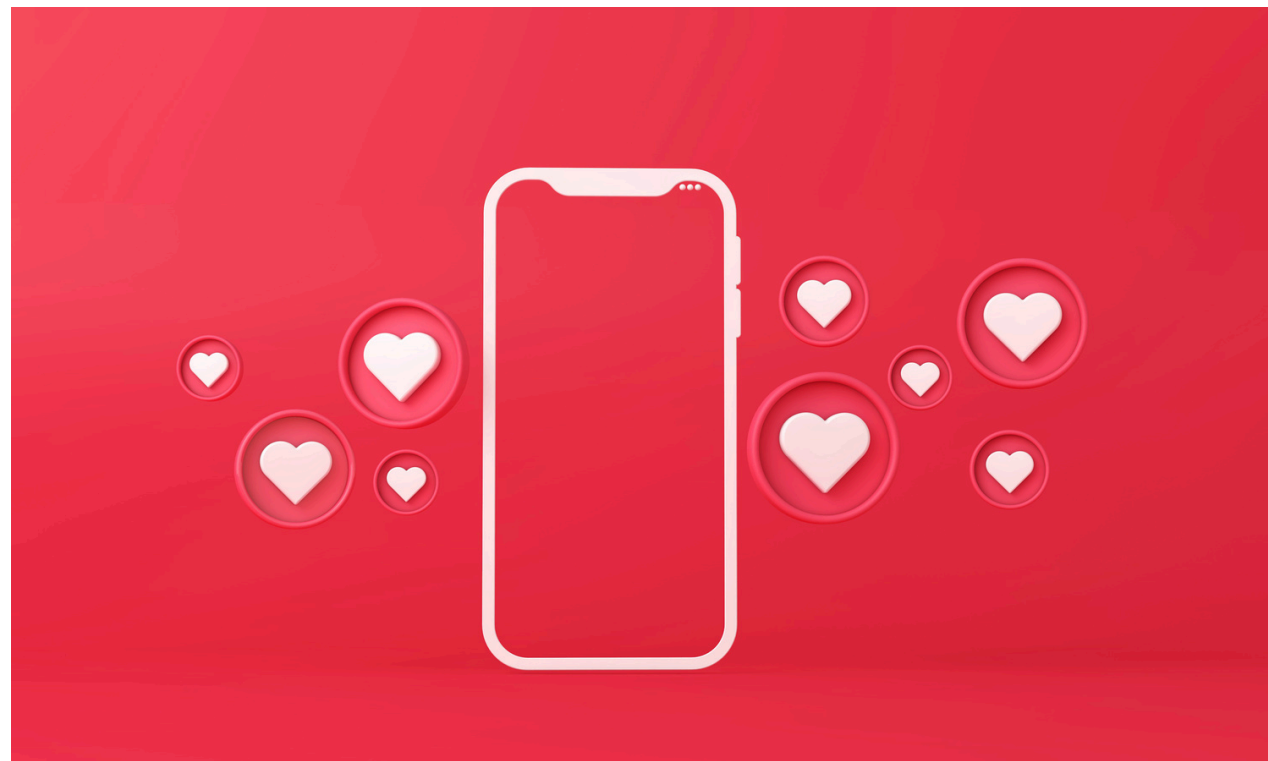


# privacy & data concerns



- **Increased privacy awareness:** 78% of users report concern about data collection, up from 65% in 2024
- **Profile management:** 43% maintain separate "public" and "private" accounts across platforms
- **Regulation impact:** New global data regulations have reduced targeting capabilities by 17% year-over-year
- **Trust metrics:** Platform transparency about data usage directly correlates with user retention (0.72 correlation coefficient)

# platform-specific insights



- **Meta ecosystem:** Facebook shows 12% decline in users under 30, while Instagram maintains growth at 7% YoY
- **TikTok evolution:** Average user age increased to 27 (from 24 in 2024), with 32% of content now exceeding 3 minutes
- **X (formerly Twitter):** News consumption remains primary use case (65%), with paid verification adoption at only 4.7%
- **LinkedIn:** Content consumption up 28%, with 52% of users now engaging with non-professional content
- **Emerging platforms:** Decentralized social networks captured 8% market share, doubling from 2024



# user behavior changes



- **Multi-tasking surge:** 81% report using social media while consuming other media (TV, gaming)
- **Passive browsing decline:** Active engagement (commenting, sharing) increased by 19% compared to 2024
- **Content creation democratization:** 47% of users now identify as "creators" vs. just consumers
- **Digital wellbeing awareness:** 53% report using screen time management tools, with 38% scheduling regular "digital detox" periods

# business & marketing



- **Organic reach challenges:** Average organic reach declined to 2.7% of followers (down from 3.5% in 2024)
- **Ad effectiveness:** Video ad completion rates dropped 23%, while interactive ad engagement increased 41%
- **Community focus:** Brands with dedicated community management showed 3.7x higher engagement than those without
- **Customer service integration:** 67% of users expect brands to respond to inquiries within 2 hours on social platforms



# future predictions



- **AR/VR integration:** 45% of users expressed interest in immersive social experiences, with 23% already using AR features daily
- **Voice interfaces:** Voice command usage in social apps grew 78% YoY, predicted to be standard by 2027
- **Niche community growth:** Specialized interest-based communities show 3.2x higher retention than general platforms
- **Integration with IoT:** 28% of users now connect social accounts with smart home or wearable devices

# Questions?

— We would be delighted to share more insight.

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