* The number of social media users worldwide grew by 320 million people from January 2023 to January 2024.
* TikTok is expected to reach over 2 billion users in 2024.
* YouTube Shorts has 2 billion monthly active users.
* Short-form video offers marketers the highest ROI of any social media marketing strategy, with 30-60 videos seeing the most success.
* 56.1% of internet users purchase a product online at least once a week.
* The average person spends about 145 minutes on social media every day
* There are 4.48 billion users on social media
* $13.8bn projected market size by 2027