

# How would a new social media platform geared to this sector stand?

A new social media platform geared towards collectors and hobbyists could potentially stand strong in the current market, given the growing interest in collecting and the increasing role of social media in this sector. Here's why:

1. Rising market: The global model kits market is projected to grow by USD 219 million from 2024 to 2028, indicating a growing interest in hobbyist activities<sup>[1]</sup>.
2. Digital transformation: Social media has revolutionized the collectibles industry, making it more accessible and appealing to younger generations<sup>[2]</sup>.
3. Community-building: Collectors are increasingly seeking online communities to connect, share knowledge, and showcase their collections<sup>[3]</sup>.
4. Visual appeal: The visual nature of collectibles makes them ideal for social media sharing, as seen with the popularity of match collecting on platforms like Instagram and TikTok<sup>[1:1]</sup>.
5. Niche focus: A platform specifically designed for collectors could offer tailored features that general social media platforms lack<sup>[4]</sup>.

## Key Features for Success

To stand out, a new platform should consider incorporating:

- Digital display cases for showcasing collections
- Gamification elements like streaks, polls, and badges
- Market reports and insights from industry influencers
- Niche group creation for specific collecting interests
- Educational content and expert talks

## Potential Challenges

1. Competition from established platforms
2. Need for robust security measures to protect high-value collectibles information
3. Balancing the platform's focus between social interaction and marketplace functionality

A new social media platform in this sector could potentially thrive by addressing the unique needs of collectors while leveraging the growing trend of online collecting communities. However, it would need to offer distinctive features and a strong value proposition to compete with existing platforms and attract a dedicated user base.

1. <https://getmatches.com/art-of-match-collecting-trend-on-social-media/>
2. <https://about.chubb.com/stories/how-social-media-is-changing-the-luxury-collectibles-industry.html>
3. <https://blog.vendoo.co/where-to-find-collectibles-to-sell-online-the-ultimate-playbook-to-help-you-get-started>
4. <https://techcrunch.com/2024/12/11/mantels-app-launches-for-collectors-to-show-off-their-sports-cards-and-other-treasuresmantels-app-launches-for-collectors-to-show-off-their-sports-cards-and-other-treasures/>