

How Apple's iOS changes are affecting Snapchat, following brands, and young Instagrammers

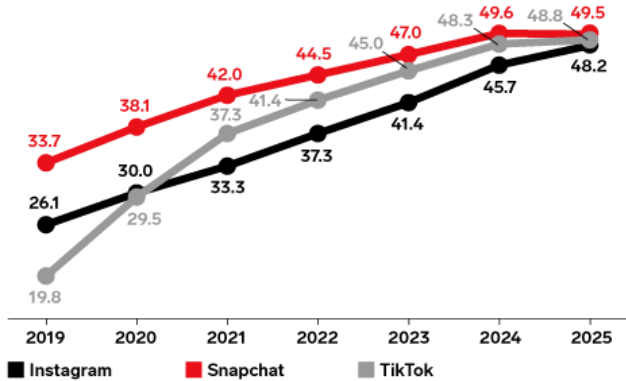
Audio

On today's episode, we discuss the most interesting takeaways from Snapchat's Q3 earnings, how Apple's iOS changes are affecting Snapchat, and where the social media company will be

by the end of the year. We then talk about where people prefer to follow their favorite brands and how concerned Instagram is about losing young people. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Jasmine Enberg.

US Gen Z Instagram, Snapchat, and TikTok Users, 2019-2025

millions



Note: individuals born between 1997-2012 who access their account via any device at least once per month
Source: eMarketer, May 2021

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