

Snapchat surprises and alternative social media platforms challenging the giants

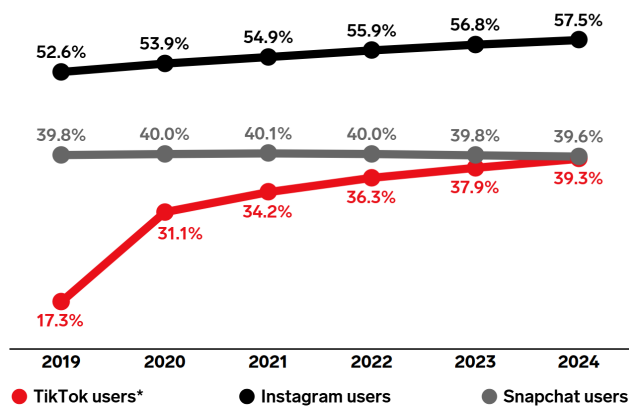
AUDIO |

Debra Aho Williamson

eMarketer principal analyst at Insider Intelligence Debra Aho Williamson discusses Snapchat's latest earnings, what stands out, and how this year will look. She then talks about which alternative social media platforms are most likely to rival the giants in the near future and why.

Instagram, Snapchat, and TikTok User Penetration in the US, 2019-2024

% of social network users



Note: mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month, and internet users of any age who access their TikTok or Instagram account via any device at least once per month;
*Aug 2020 forecast
Source: eMarketer, October 2020

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