

Social media trends: The highlight reel

Here's what nearly 1 million consumers told us about their social media habits.





Global, on-demand, and accessible to everyone

53

markets

250K+

profiling points

2.8BN

consumers represented

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Methodology & definitions

All figures in this report are drawn from GWI's online research among internet users aged 16-64. Our figures are representative of the online populations of each market, not its total population.

This report uses data from our ongoing quarterly global research across the following 7 markets: Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, and Romania. In Q1 2024, we surveyed 10,551 internet users aged 16-64 across the CEE region.

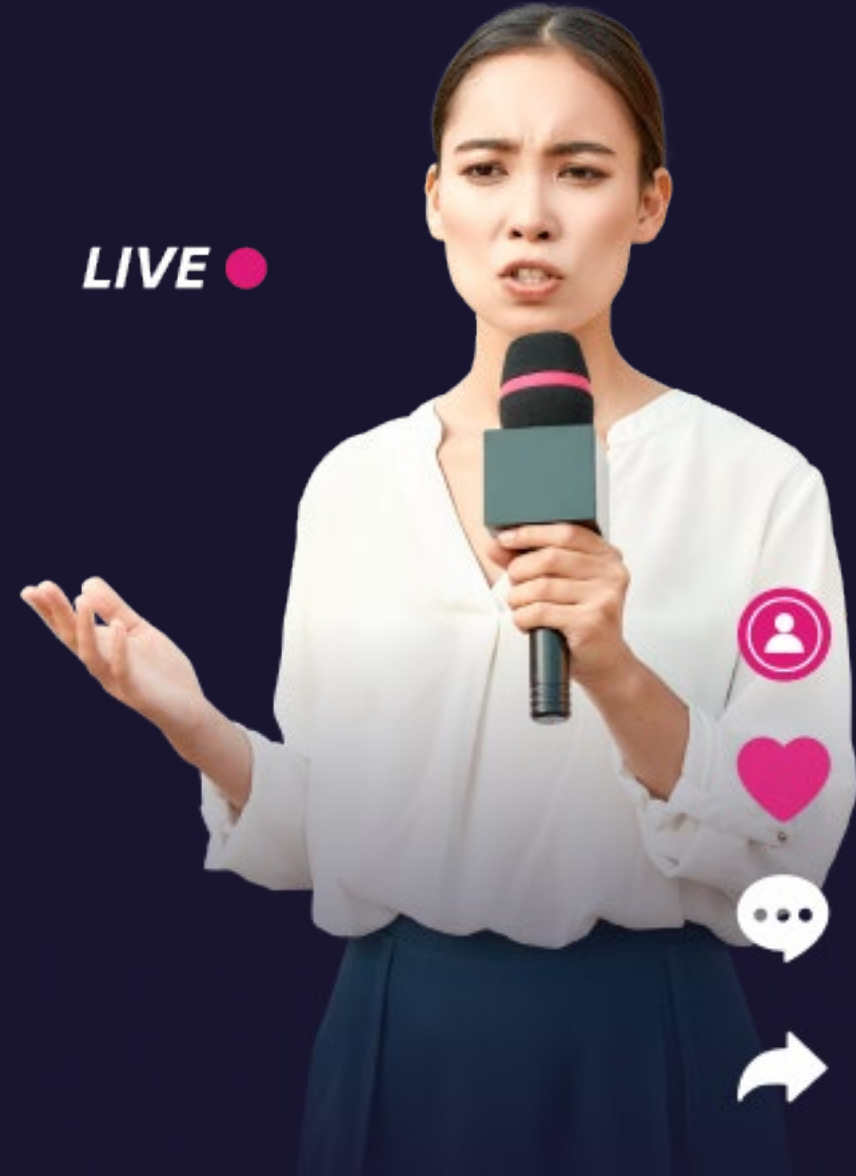
In this report, we sometimes refer to indexes. Indexes are used to compare any given group against the average (1.00), which unless otherwise stated refers to the average consumer in the CEE region. For example, an index of "1.20" means that a given group is 20% above average.



01.

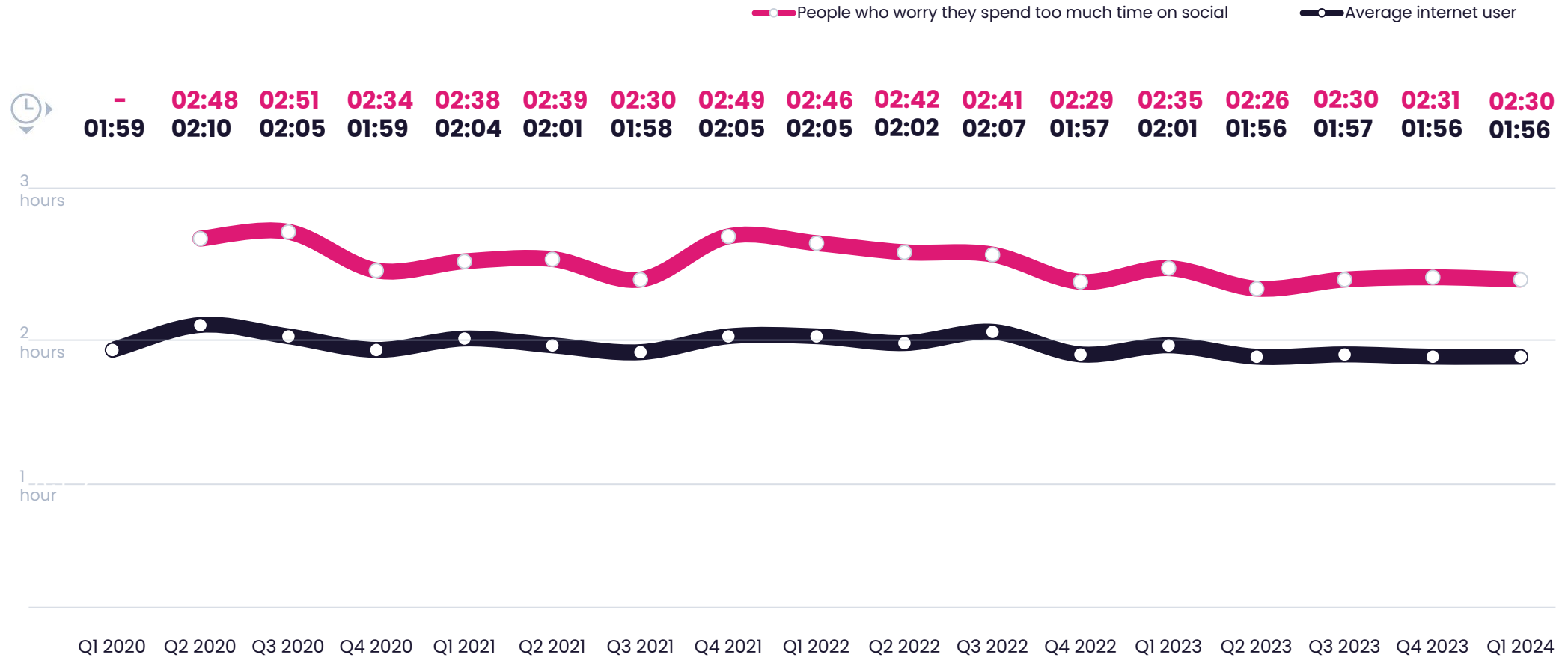
The social scene has changed

LIVE ●



In CEE, consumers' daily time on social stays steady

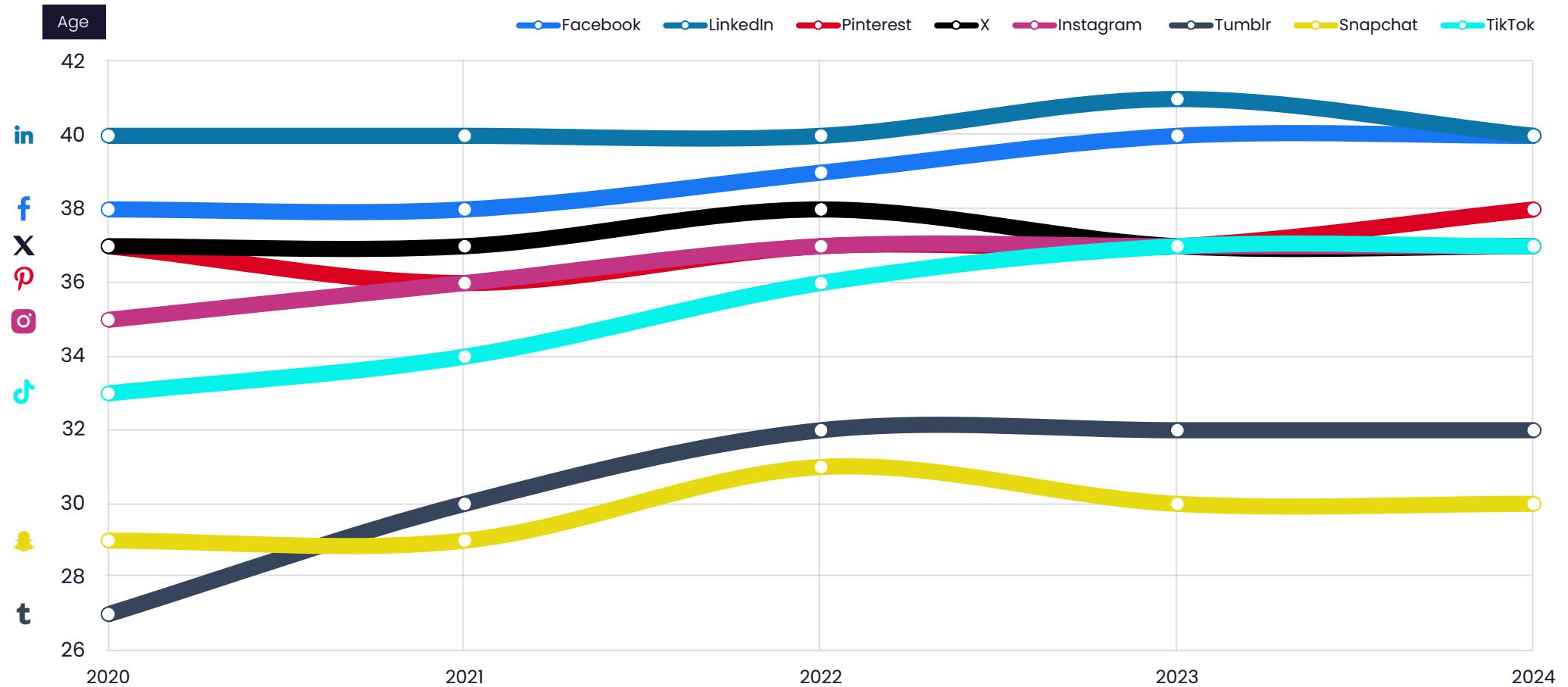
The average daily time consumers in each group say they spent on social media in each wave in hh:mm



Source: GWI Core Q1 2020-Q1 2024

Most (but not all) users in CEE are maturing with social















The average age of each platform's users by year



Source: GWI Core 2020-2024 (averages of waves conducted between Q1 2020-Q1 2024)

Social is not *just* a young person's game

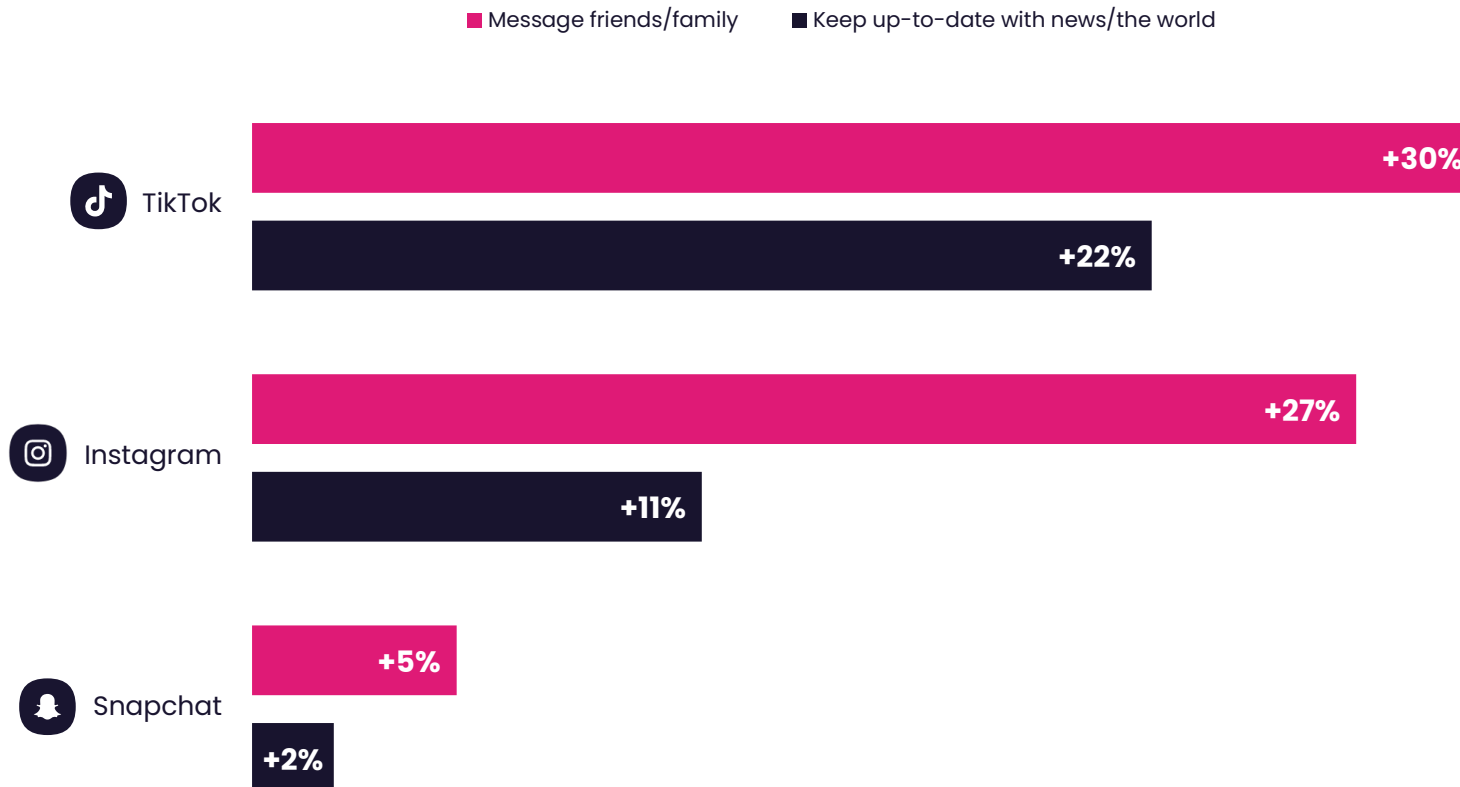
The average age of each platform's users by CEE market

	 Facebook	 LinkedIn	 Pinterest	 X	 Instagram	 Snapchat	 TikTok
 Bulgaria	41	41	37	37	38	32	39
 Croatia	41	41	39	37	38	29	37
 Czech Republic	41	40	37	37	37	27	35
 Greece	41	40	40	40	39	32	39
 Hungary	40	39	39	35	37	29	38
 Poland	39	38	36	35	36	30	36
 Romania	40	43	39	39	38	30	37

Source: GWI Core Q1 2024

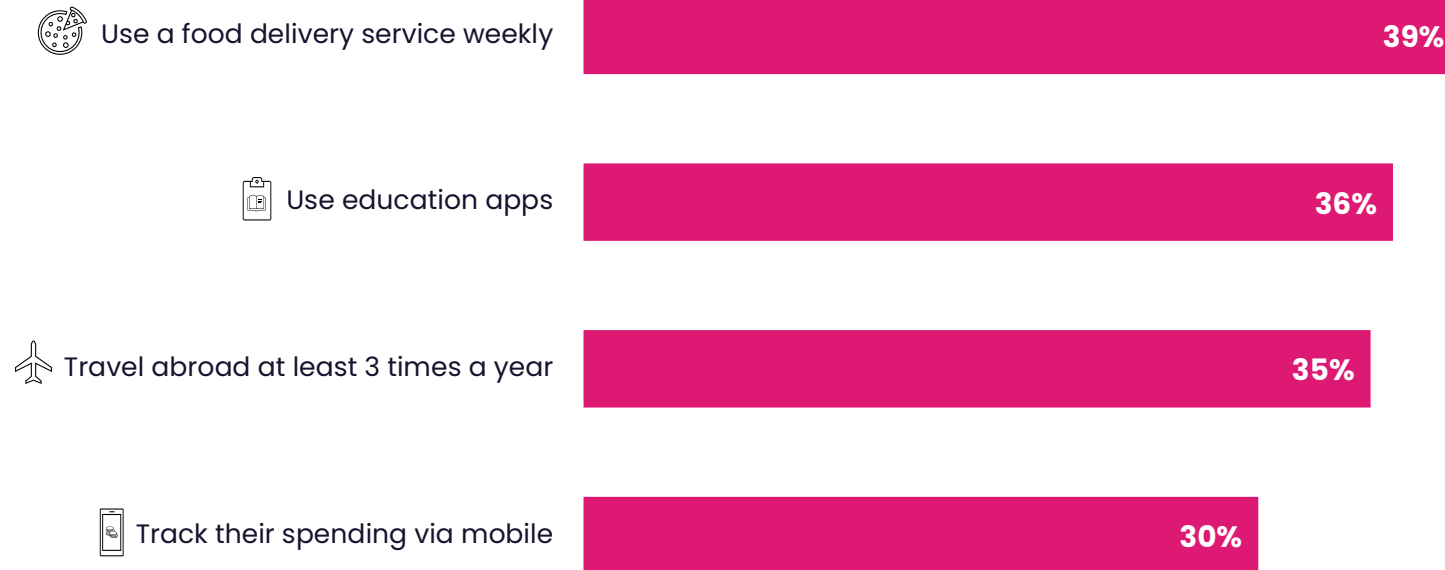
News consumption in CEE is moving from print to pixel

% increase since Q1 2023 in the number of each platform's users, who say they log onto it for the following reasons



Audio messages speak louder across certain groups

% of Facebook/Instagram users in each category who say they've sent an audio message on either app in the last month



























02.










Platforms under the microscope



Top 5 generational faves and fastest growing socials

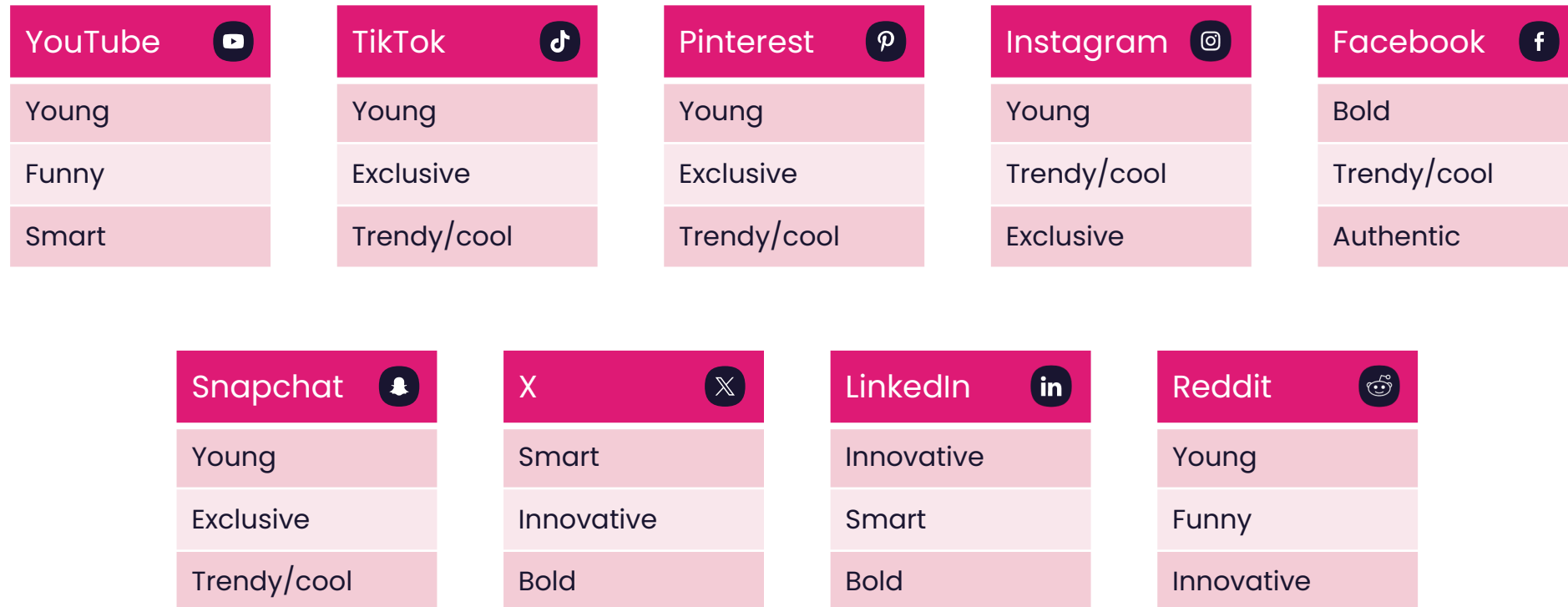
Based on the % of each generation who say they use the following each month

	Gen Z (aged 16-26)	Millennials (aged 27-40)	Gen X (aged 41-59)	Baby Boomers (aged 60-64)
1				
2				
3				
4				
5				
Fastest growing				

- Key**
-  Instagram
 -  Facebook
 -  YouTube
 -  TikTok
 -  Pinterest
 -  X
 -  Snapchat
 -  LinkedIn
 -  Reddit

Brands should repurpose, not duplicate

The most distinctive qualities that users of each platform want brands to be, compared to the average social media user (sorted by top over-index)



03.

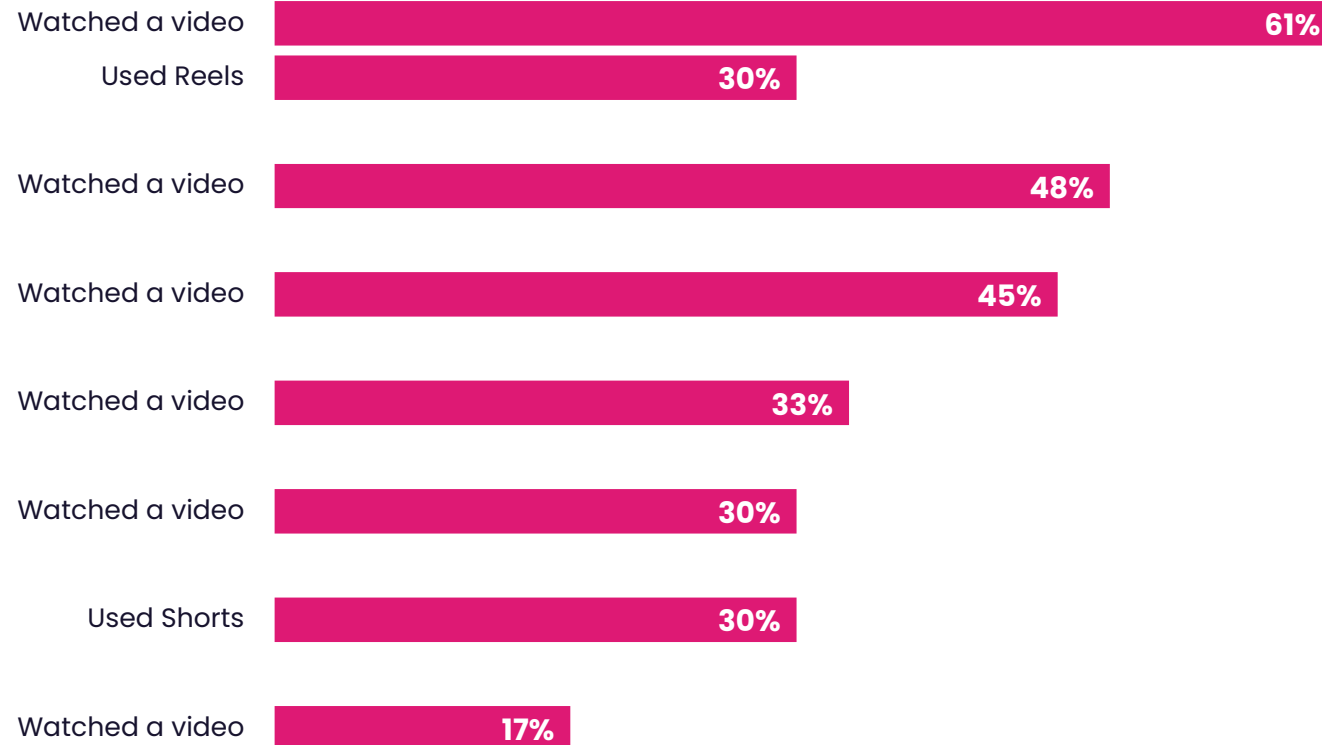
Video content: short, long, and everything in-between



Here, there, everywhere: Video's trending big time

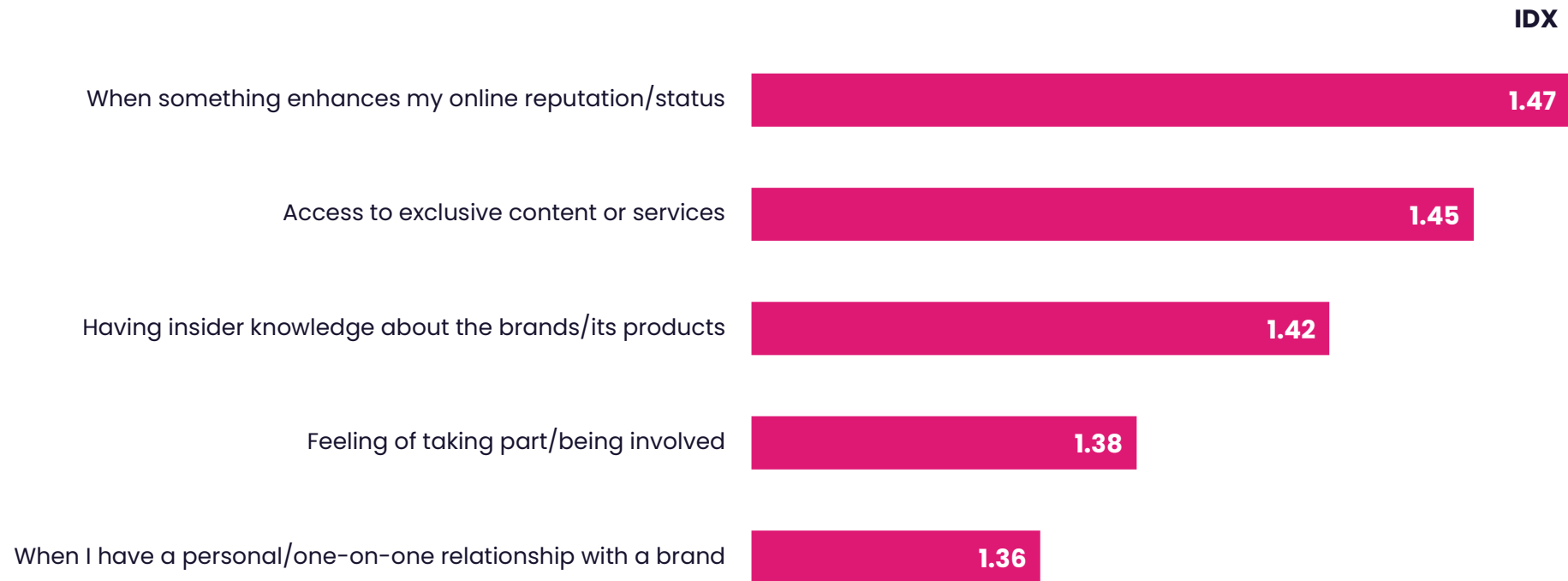
Based on the % of each platform's users, who say they've done the following on it in the last month

Users of the following:



Live shopping can foster community

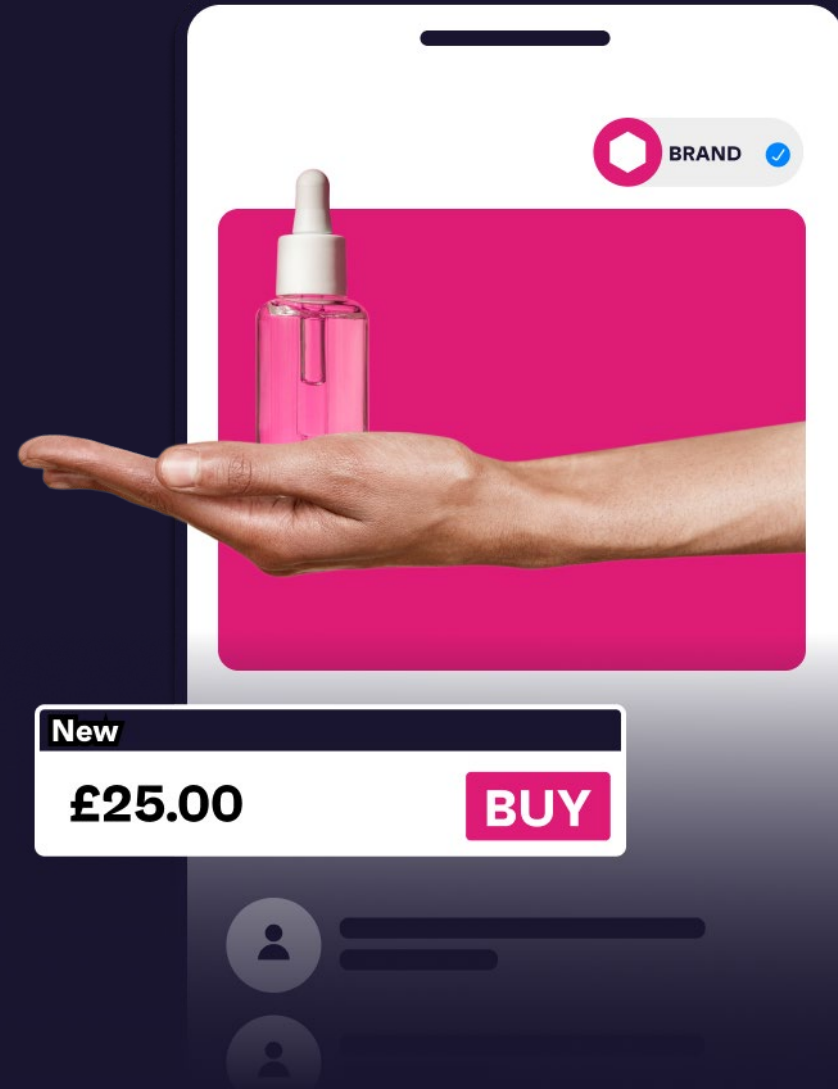
CEE social streamers' highest-indexing motivations for brand promotion, based on the % who say the following would drive them to endorse their favorite brand online



Source: GWI Core Q1 2024 | **Social streamers** are defined as internet users who say watching livestreams is a main reason they use social media, or have watched a livestream on Facebook, TikTok, or Reddit in the past month

04.

From scrolling to shopping: A love story



Scrolls to sales: Social media fuels the purchase journey

% in CEE who...



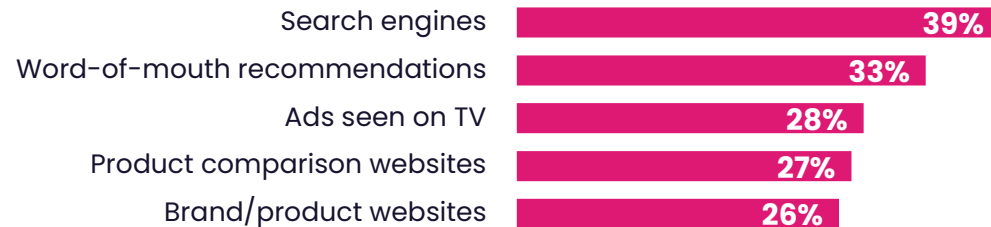
Mainly use the following to do shopping-related research



Use these platforms to follow/find information about products and brands

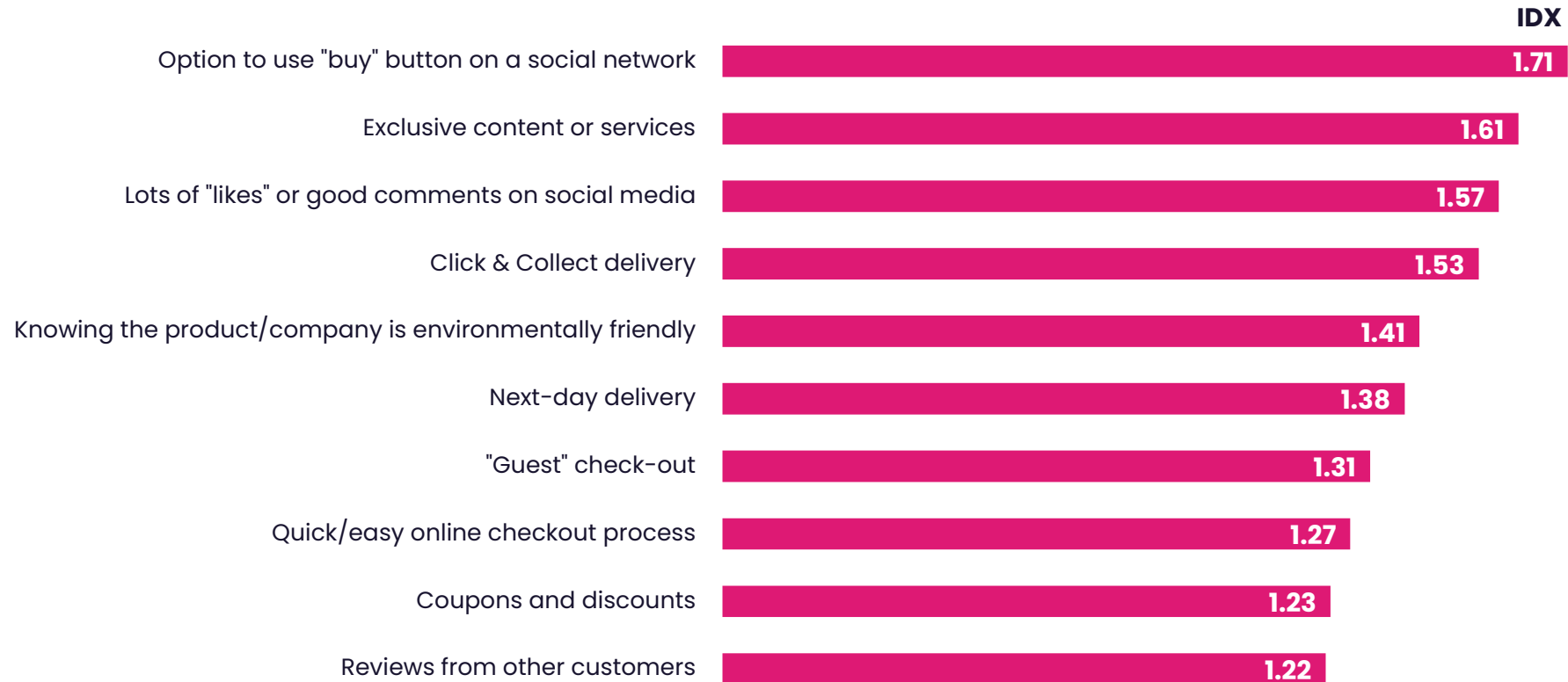


Typically discover brands on the following:



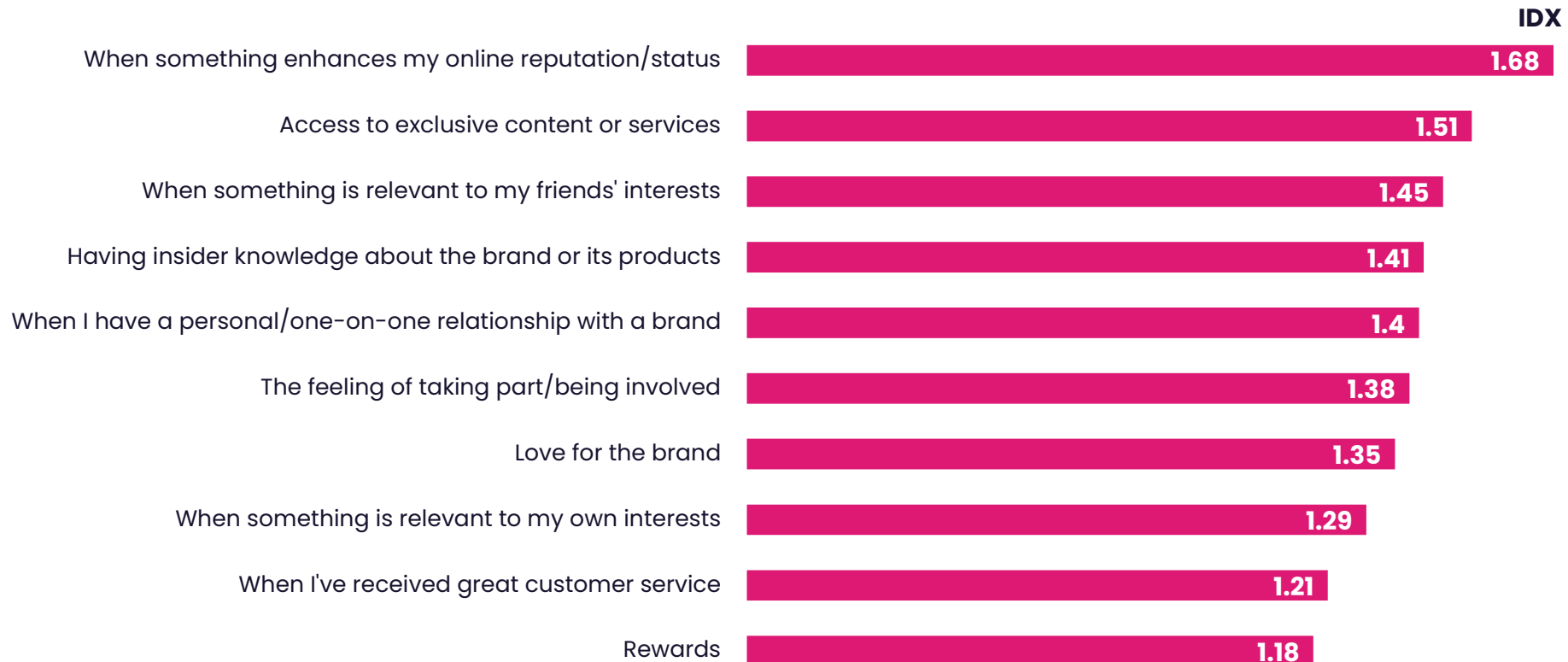
Influencer opinions sway buyers in CEE

% who follow an influencer/expert on social media, and say the below would increase their likelihood of making a purchase



Walking the walk

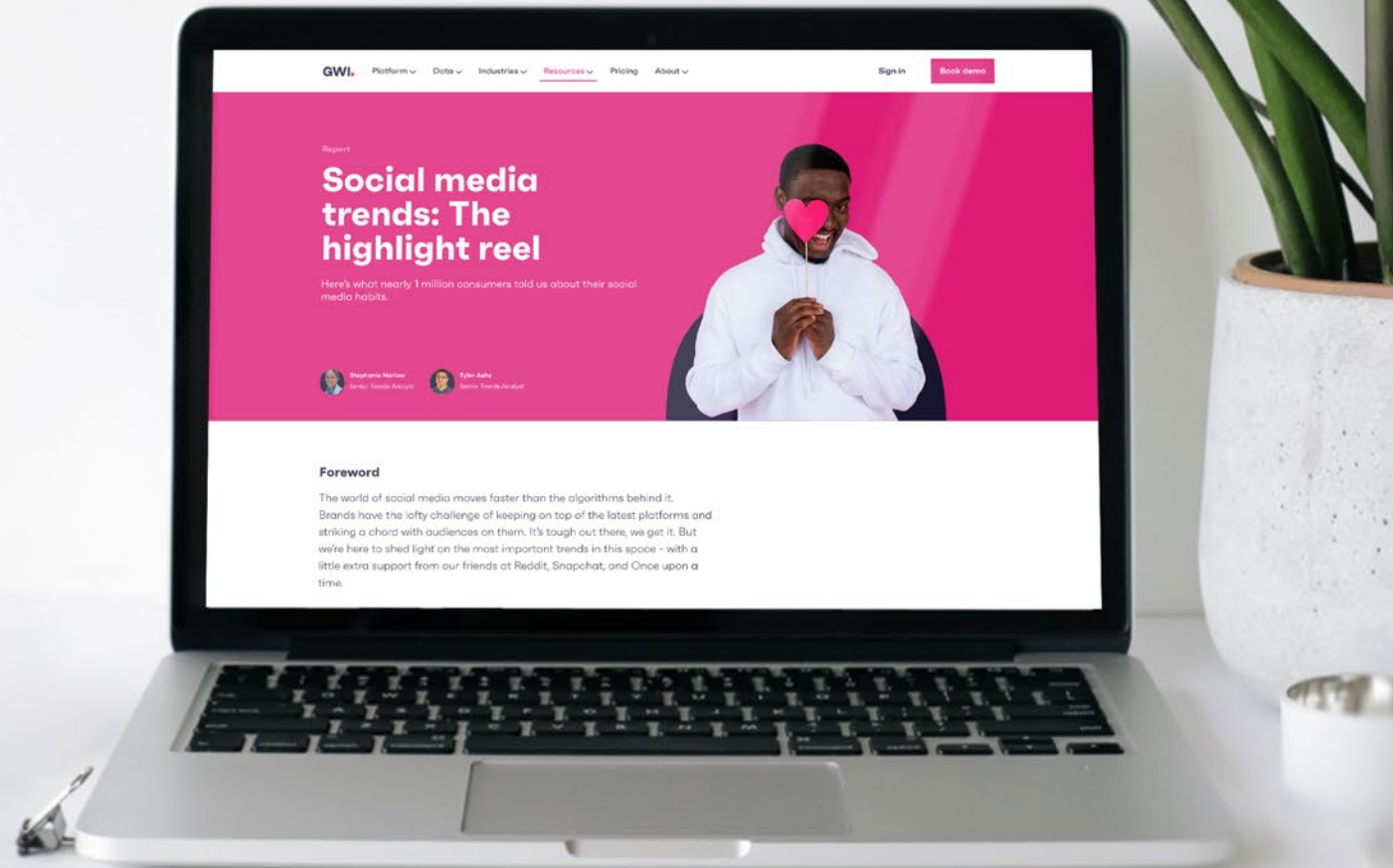
% who follow an influencer/expert on social media, and say the below would motivate them to promote their favorite brand online



Want more on this topic?

Check out the full digital report for global data, videos, interactive charts and more

[Read more](#)



Key takeaways

Social is transforming how we consume news

In CEE, more consumers are turning to social media for updates on the news and current events. And though the platforms being used the most vary from person to person, trust in the media is dwindling, and consumers are looking for new ways to get informed.

Social engagement isn't limited by age

Social media has matured over time, and with it, so has its user base. In CEE, the highest proportion of social media users are Gen X, followed by millennials. Brands looking to reach consumers on social need to ensure they're curating content that caters to both younger and older groups.

Short -form content is bigger than just TikTok

We can't undermine the impact video content has had in resonating with today's consumers.

Brands looking to make their mark in this space need to ensure they're meeting consumers across a variety of both short and long -form platforms.

Social media takes the product discovery crown

In CEE, social media plays a big role in the purchase journey.

Marketers looking to get in the spotlight here need to create content that sparks curiosity and inspires their target audiences to explore their brands even further.

GW.