

Niche Networks

Overview

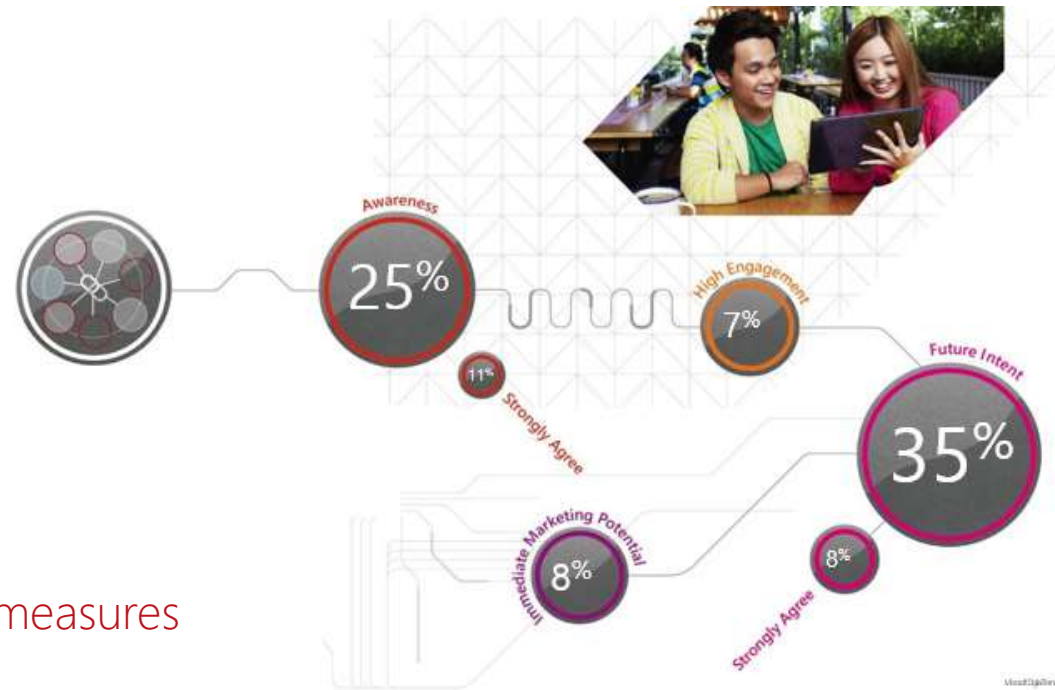
Consumers are choosing closed and dedicated networks for different aspects of their online lives, rather than the impersonal experience of mega-systems.

Why it's happening:

Consumers are looking for more personal and local experiences online

The Future:

Specialised sites for smaller networks with more relevant content



Key data measures

Awareness

25% are using more specialist social networks dedicated to their precise needs.

Engagement

7% of younger demographics use 'Niche Networks'. More than half under 34 years old use many specialist services rather than a single network.

Future Intent

35% are interested in engaging with niche networks in the future.

Marketing Potential

Consumers are more likely to interact with a brand when using niche services tailored to the specific needs.