

THE SNAPCHAT GENERATION

VOLUME 3

**The Inner Circle Effect:
Human-First, AI-Enabled**

 **FOR BUSINESS**

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THE SNAPCHAT GENERATION IS EMBRACING AI

But for this audience, friends and family are still the filter for everything that feels real.

This edition unpacks how AI is reshaping connection, why the Inner Circle of close connections still calls the shots, and how brands can tap into both to create experiences that actually land.



come hang

on our wayyyy



**AI MOVED
FROM NOVELTY
TO EVERYDAY
NECESSITY**

IT'S NOT THE PARTY TRICK ANYMORE.

Today, 47% of consumers use AI every day, with nearly 4 in 10 thinking of it as a personal assistant and 35% treating it as a creative partner.¹

Nearly

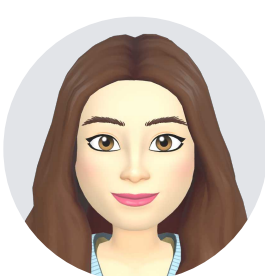
4 in 10

thinking of AI as a personal assistant¹

and

35%

treating it as a creative partner.¹



Jordan

What's a good ice cream spot around the lake?



My AI

Gen Z is leading the charge, with 56% using AI tools on social platforms, compared to 45% of Millennials.¹ And among younger teens 13-15, optimism is at its peak:



55%

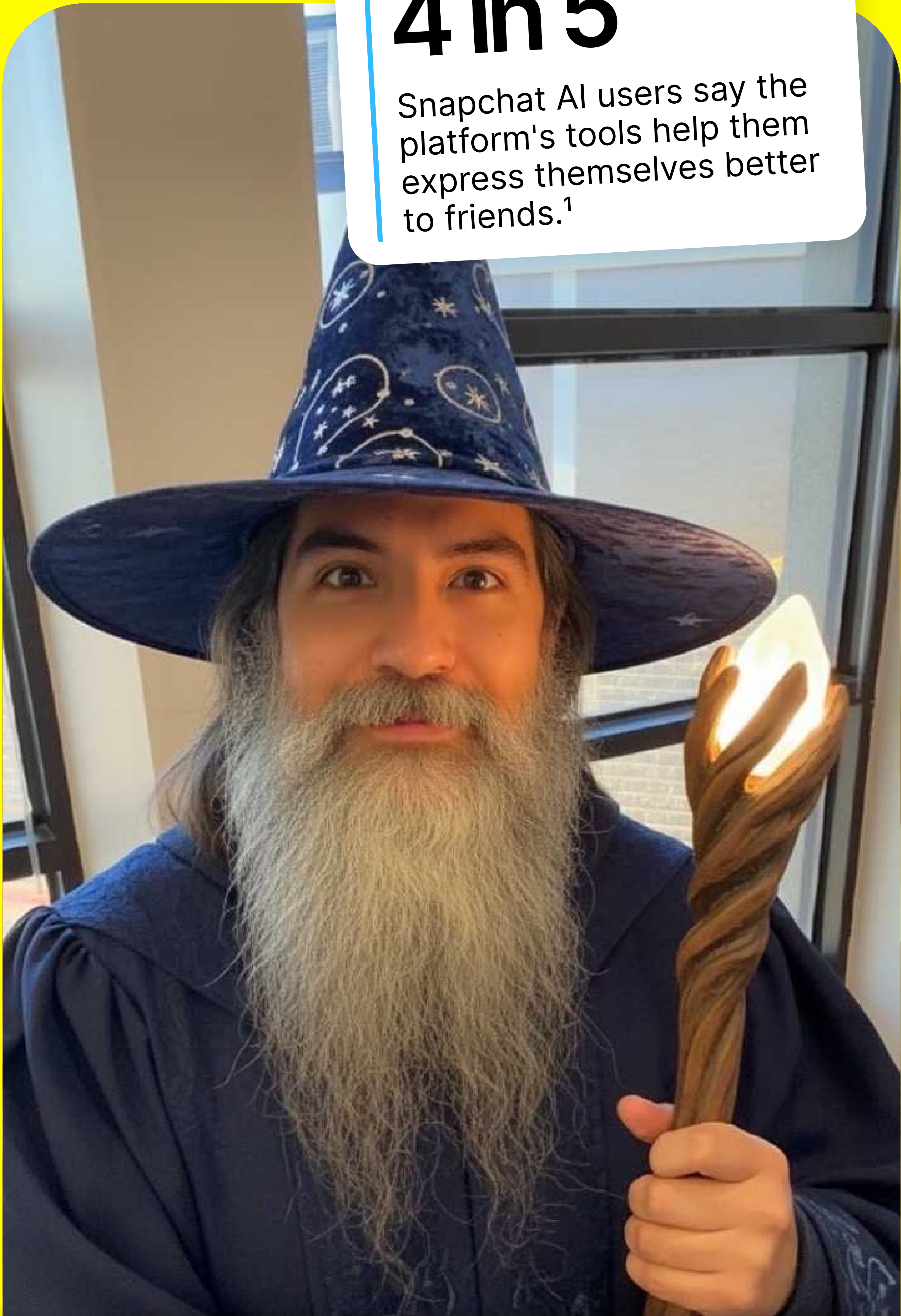
believe AI will have a mostly positive impact on their generation's future.²

FOR THE SNAPCHAT GENERATION, THIS TREND IS EVEN STRONGER

Snapchatters are 1.5x more likely to be daily AI users compared to non-Snapchatters.¹ In addition to more utilitarian uses, AI is also amplifying social connection for them.

4 in 5

Snapchat AI users say the platform's tools help them express themselves better to friends.¹



Make me a wizard wise beyond my years with...



Over

3 in 4

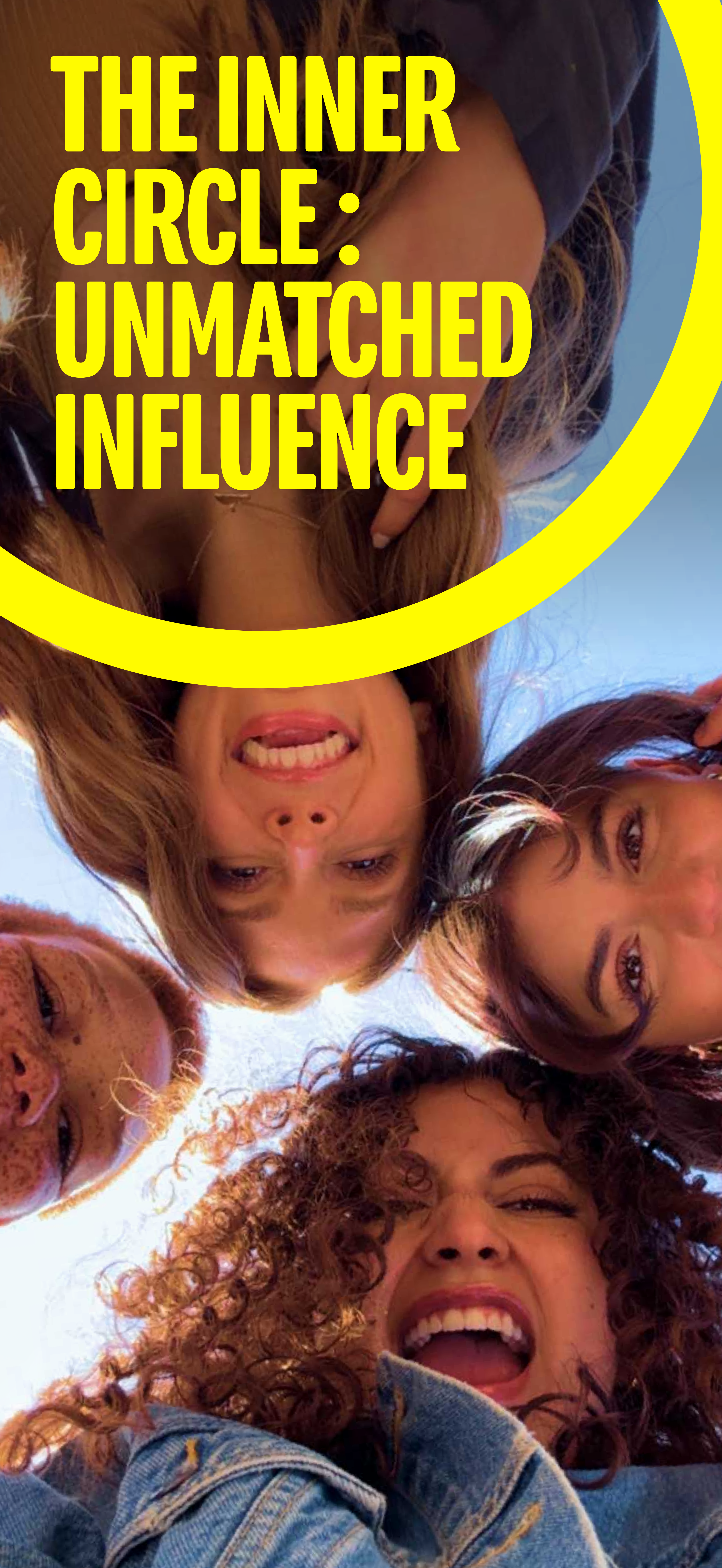
Snapchat AI users say those same tools make them feel more connected to the people in their life.¹

We've seen this come to life with GenAI Lenses, which have seen nearly **38B impressions** since just Q4 2025.³

Brand Tip

**DON'T MAKE AI ADS.
MAKE AI EXPERIENCES
THAT ENHANCE HOW
PEOPLE CONNECT.**

To engage the Snapchat generation, brands should show up through tools native to their behavior like Sponsored AI Lenses that enhance a camera experience and AI Sponsored Snaps that enhance a conversation. Avoid using AI as a tool to flood platforms with generic, impersonal content.



THE INNER CIRCLE : UNMATCHED INFLUENCE

THE INNER CIRCLE: CLOSE FRIENDS, FAMILY, THE FOLKS IN THE GROUP CHAT.

It's still the most powerful influence engine on the planet. The numbers prove it. 75% say a personal recommendation outweighs anything a brand could tell them.⁴ For daily Snapchatters, 62% have sent a Snap mid-shop to get a friend's opinion.⁵ 66% are chatting about a purchase while the item is still in their basket.⁶



75%

say a personal recommendation outweighs anything a brand could tell them.⁴

For daily Snapchatters

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have sent a Snap mid-shop to get a friend's opinion.⁵

Among students, 85% have turned to friends for advice on what to wear or which trends to follow, with Snapchatters 1.2x more likely to do so than non-Snapchatters.⁷



And nearly 3 in 4 students are influenced by friends sharing creator videos about new brands, with Snapchatters 1.4x more likely than non-Snapchatters.⁷

HERE'S THE TWIST: THE SNAPCHAT GENERATION ISN'T LOOKING TO REPLACE THEIR INNER CIRCLE WITH AI.

While all consumers are using AI to support their existing relationships rather than replace them, the Snapchat Generation is at the head of the pack. When these groups are looking to connect, plan, and engage with each other, the platform that stands out is Snapchat.

Snapchatters are

1.2x

more likely than non-Snapchatters to say they would rather use AI to improve their real friendships than have a relationship with an AI bot .¹



pool day w bestie :)



Snapchat is the

#1

place for connection
and communication,⁸

with **50%** of
Snapchatters saying it
plays an important role
in their social
relationships, scoring
1.42x higher than any
other platform tested.⁸

Brand Tip

**SUPPORT INFLUENCE
CREATED IN THE
GROUP CHAT; DON'T
TRY TO REPLACE IT.**

On platforms people find meaningful, 85% of users are more open to ads, 74% are more likely to act on them, and 62% engage more with relevant creative.⁸

Snapchat leads on meaning, with

3 in 4 Snapchatters saying their time there actually feels like it counts.⁸



**THE VERDICT
IS IN: STOP
THE AI SLOP**

THE BIGGEST RISK OF AI IS FALLING INTO A HIGH-VOLUME SEA OF SAMENESS.

Repetitive creative, repetitive optimization, repetitive experiences. Consumers aren't overwhelmed by brands themselves. They're overwhelmed by the endless monotony of how brands use AI to market.

Different moments on a platform demand different creative: chatting with friends, discovering content, exploring what to do next. One ad doesn't cover all three.



Brand Tip

THE FUTURE OF AI IN MARKETING ISN'T JUST PERSONALIZATION AT MASS SCALE

The best brands will give consumers ways to express themselves, explore products on their own terms, and shape the experience with their inner circle, instead of receiving it passively. Think of creating experiences rather than delivering iterative ads.

WHEN $1 + 1 = 3$: AI TO ENHANCE HOW HUMANS CONNECT, NOT REPLACE IT.

AI finds, filters, and personalizes at scale. It accelerates discovery, improves relevance, reduces friction, and scales personalization. Humans create meaning, build trust, validate choices, and shape what feels authentic, cool, or worth sharing.



Sarah

Give us 5 summer bucket list ideas for bffs plz



My AI

Alright, here are 5 ideas:

1. Have a beach day with a picnic.
2. Go on a sunset hike and catch the golden hour vibes.
3. Host a backyard movie night under the stars.
4. Cooking a new recipe together
5. Explore a nearby town.



The brands that win with the Snapchat Generation won't pick a side. They'll integrate both.

THAT'S THE NEW PLAYBOOK.

FOOTNOTES

1. 2026 Ipsos Navigating AI study commission by Snap Inc. Global data USA, UK, FR, KSA, IN
Methodology Line: Snapchat Research, Navigating The Age of AI, commissioned by Snapchat in collaboration with Ipsos. 20-min online survey fielded in April 2026 among N=3,500 consumers (Ages 16-44; daily social media users who used AI in the past month) across the US, UK, FR, KSA, and IN. N.B In this report, "Snapchatters" refers to daily users of Snapchat.
2. 2026 Alter Agents Study 'The Next Gen' commissioned by Snap. Global data USA, CA, IN, UK, FR
3. Snap Inc. Q4 2025
4. 2024 NRG study commissioned by Snap Inc.
5. 2026 Alter Agents Study 'Summer Fest' Commissioned by Snap. Global data USA, CA, UK, FR, DE, SE, DK
6. 2026 Alter Agents Study 'Summer Fest' Commissioned by Snap Inc. US data
7. 2026 Ipsos Back-to-School study commissioned by Snap Inc. Global data USA, UK, SE, CA, FR, DE, NL, IN, UAE, KSA.
8. 2026 Breadth of Engagements study by eye square, commissioned by Snap Inc. Global data



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