

THE SNAPCHAT GENERATION

VOLUME 1



A real deep dive into real-time behavior

INTRODUCING THE SNAPCHAT GENERATION

Snapchat reaches 75% of 13–34-year-olds¹ and sees 900 million monthly active users,² making it the platform where Gen Z and Millennials talk, evolve, and stay close.

This is an unfiltered view into the most expressive generations, and the platform they trust to be themselves.



It's a report that goes beyond surface-level insights to give brands real ways to connect on the app they open consistently throughout a day.

So if you really want to understand

THE SNAPCHAT GENERATION

this is where you start



WHO IS THE SNAPCHAT GENERATION

The Snapchat Generation doesn't overthink it. They just Say It In A Snap. They use a unique language here that's fast, visual, and deeply intuitive.

They share all the moments—big and small

On Snapchat, every moment matters. The messy wins. The half-eaten meals. The blurry photos and bedhead selfies.

Snapchat is the core of their social ecosystem

It's where they build relationships and maintain friendships (new and old).

They're digital natives with emotional superpowers

This is where they navigate the highs and lows of life with heart, sharing real moments as they're happening.

Here, their connections run deeper

They are never not showing up and checking-in. It's the everlasting thread that keeps them bonded.

They're frequently online, but not always performing

Snapchat gives them space to share authentically. Just real life and a constant thread of connection to the people they care about most.

A close-up, slightly blurred photograph of a woman with long, light-colored hair, smiling warmly. She is holding a turkey with a prominent red wattle. The image has a soft, grainy quality, characteristic of a Snapchat-style video. A yellow graphic overlay is on the left side, containing text.

INSIGHT 1

TOP OF THE MORNING TO YA!

LO-FI, MORE MEANING

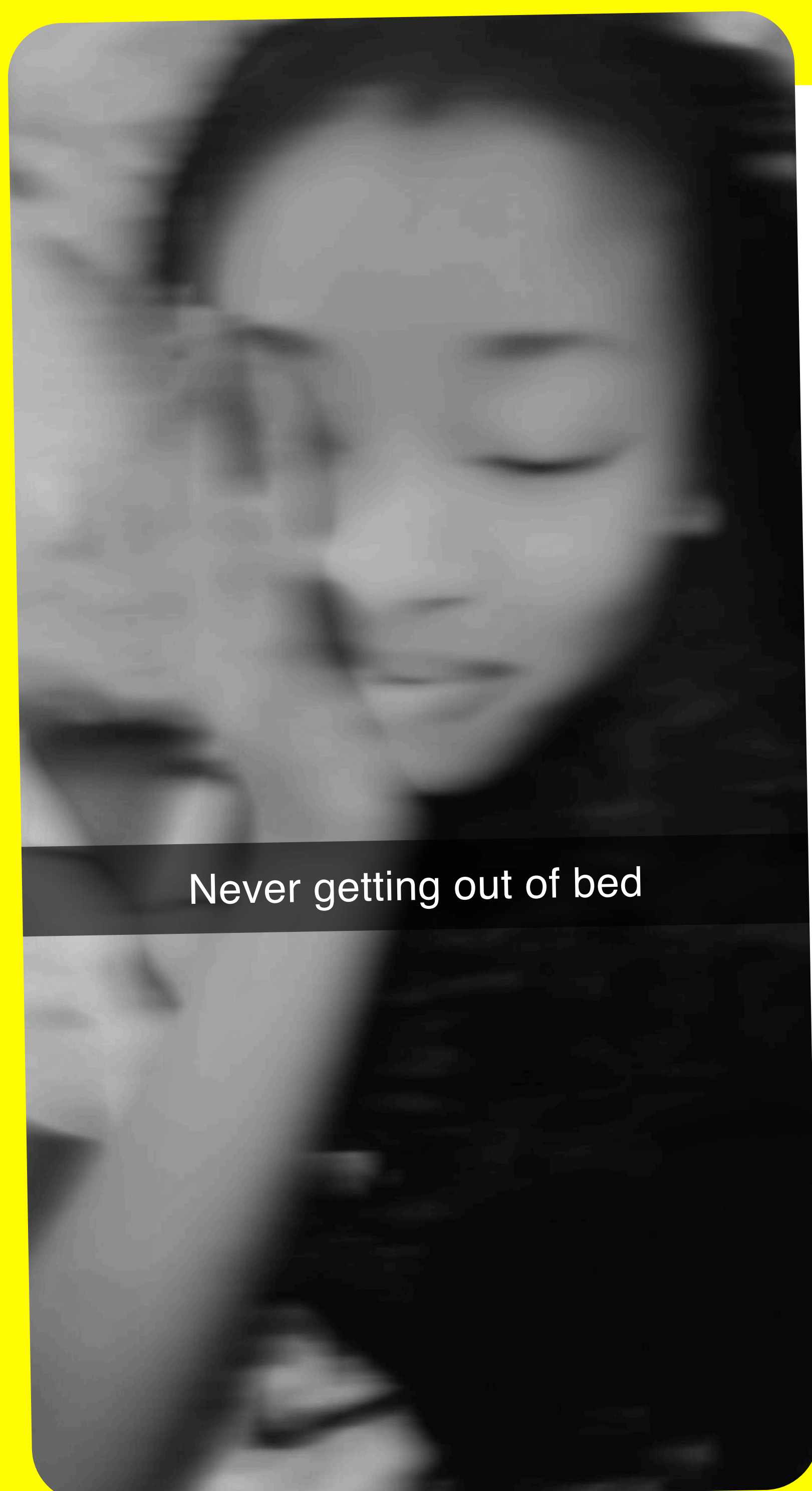
There's beauty in the blur. For The Snapchat Generation, grainy Snaps and glitchy filters aren't flaws—they're how real connection happens. It's not about presentation, it's about being present.

TRUTH IN NUMBERS

Nearly

80%

of Snapchatters say
'Snapchat is where
I can be my most
authentic and
real self'³



Lenses with 'blurry' in its
name were viewed over

3.2 BILLION TIMES

in 2024.⁴



WHAT IT MEANS FOR BRANDS

Snapchat isn't primarily the place for overproduced, overpolished, or overthought content. It's about showing up the way Snapchatters do—real, raw, and creative

BEAUTY



&

THE BLUR

Embrace the weird, the wacky, and the wonderfully unfiltered. The more it reflects your brand's true personality, the better. Keep it authentic. Keep it real.

WHAT TO DO WITH IT

PRESENCE OVER POLISH THROUGH PUBLIC PROFILES

Public Profiles are your brand's home for real, off-the-cuff content, just like the everyday moments Snapchatters share. Skip the script and show up with in-the-moment posts that feel native to the platform.



LO-FI LENSES, HIGH IMPACT WITH AR

Create AR Lenses that feel blurry or messy. With 300M+ Snapchatters engaging with Snap AR on average,⁵ and using AR Lenses 8B per day,⁶ these low-stakes formats drive 5x more active attention than traditional mobile feeds.⁷

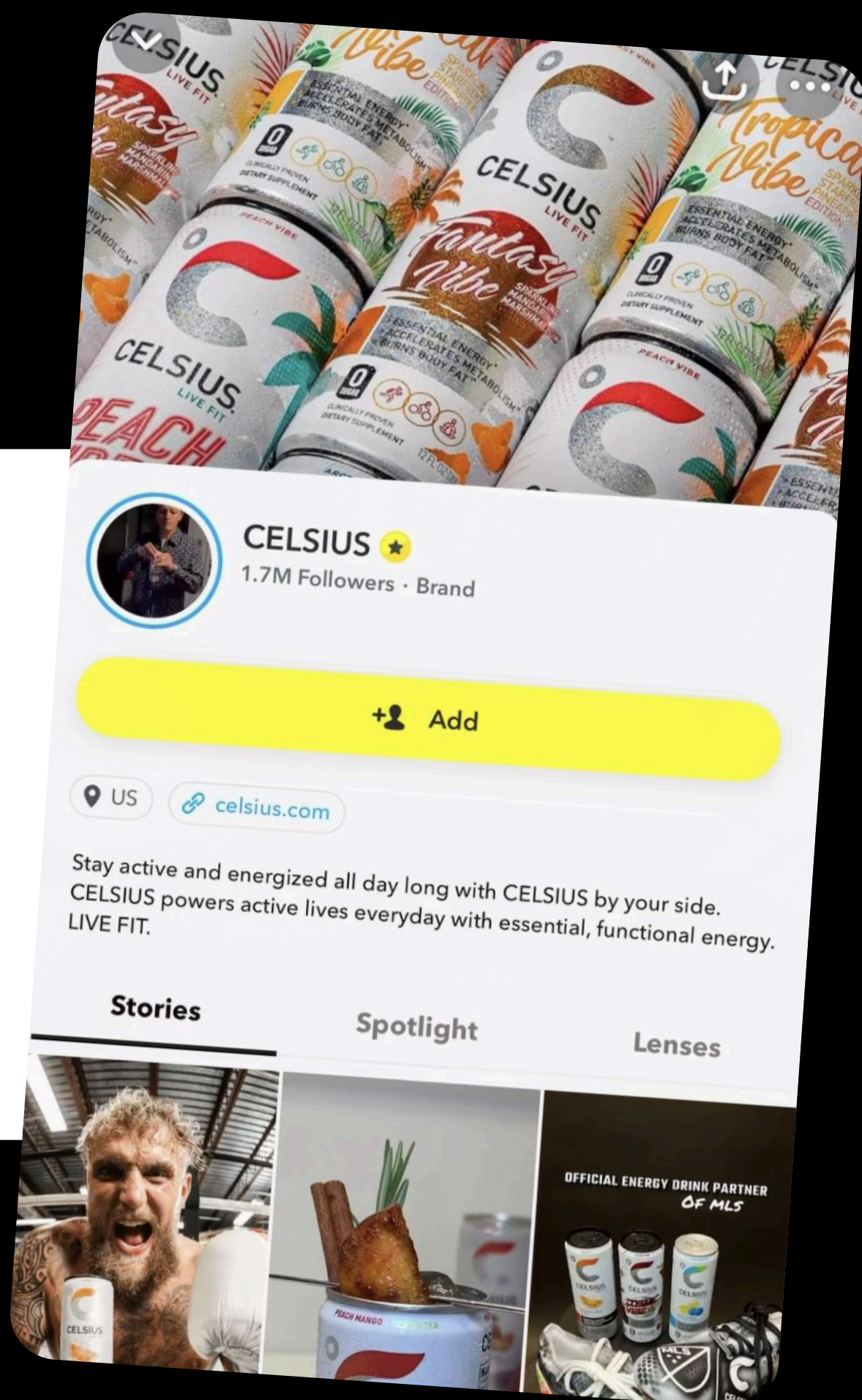
my last brain cell logging off



REAL RESULTS *from* REAL BRANDS

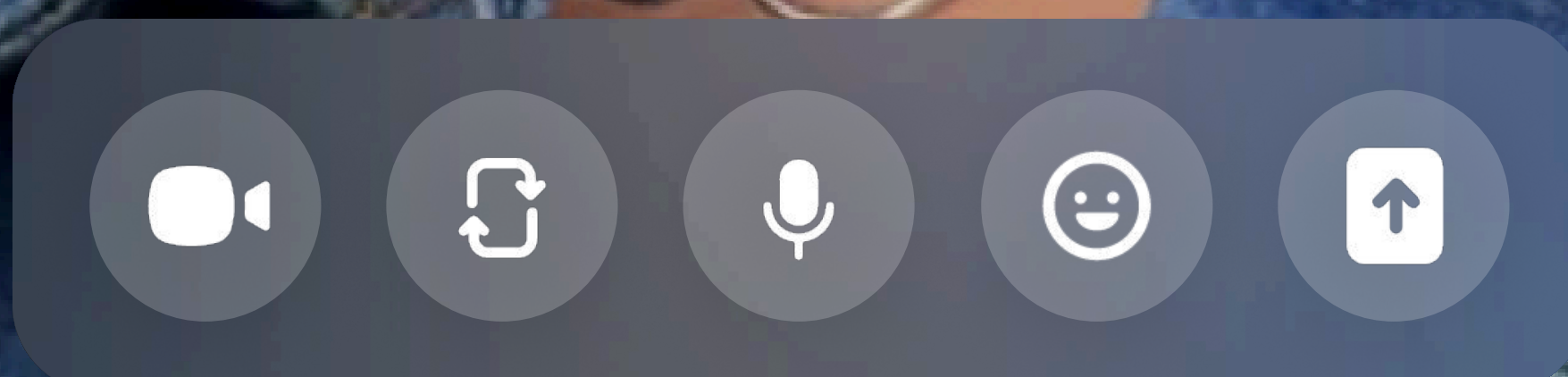
CELSIUS

By leaning in on the fun and authenticity of Snapchat, Celsius accumulated a million followers in their public profile in less than 10 months.⁸



INSIGHT 2

SNAP, YAP, REPEAT



The Snapchat Generation is narrating, confessing, and yapping their way into deeper bonds.

With voice notes and private podcast-worthy conversations... it's not for clout, it's for closeness.

TRUTH IN NUMBERS



Today, Snapchatters collectively talk for more than

1.7B
MINUTES

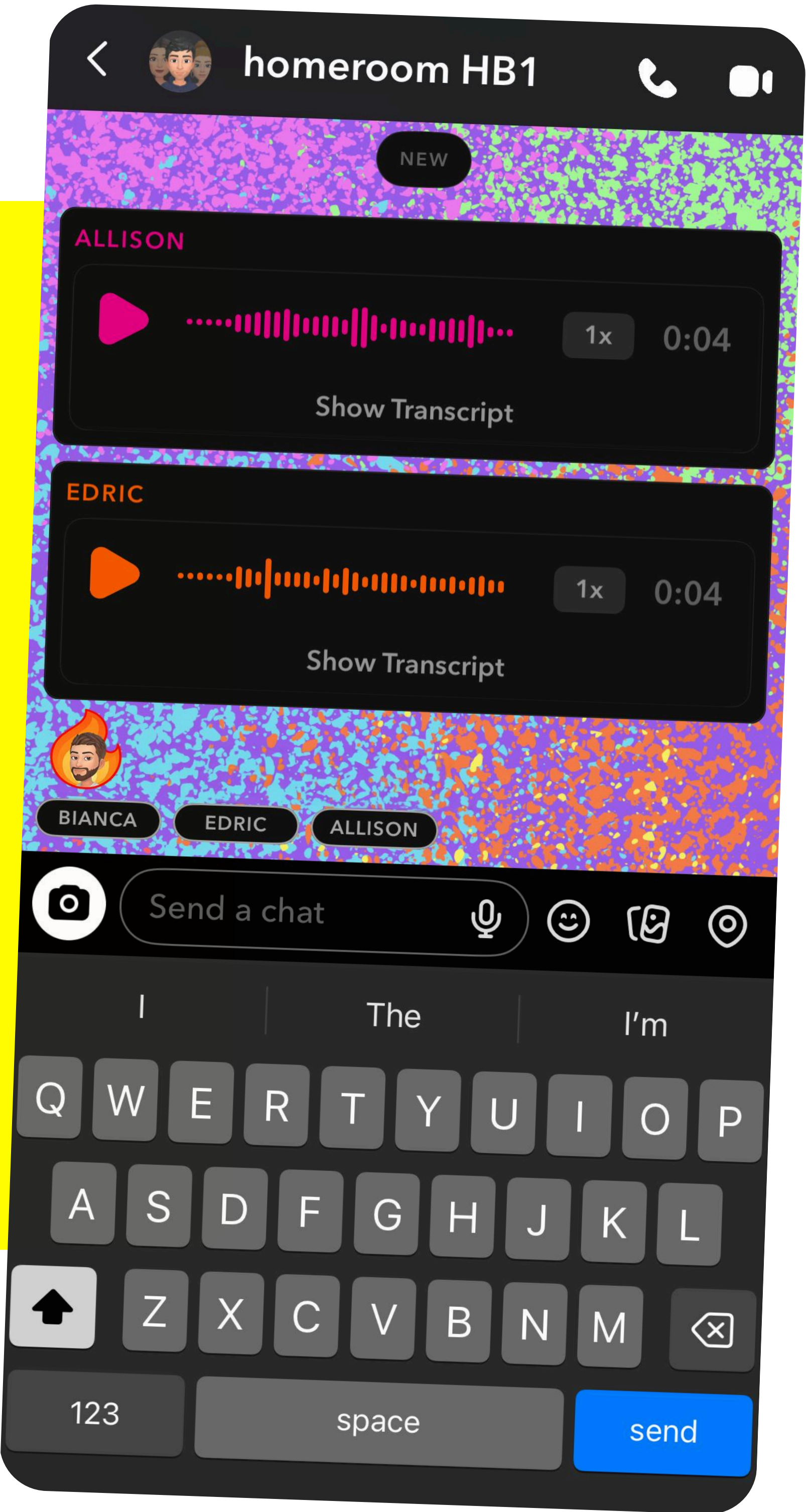


each day on average. That's 30% more than this time last year.⁹

Snapchatters have sent over

2.5B
VOICE NOTES

in Q1 of 2025. That's over 650M more than a year ago!¹⁰



WHAT IT MEANS FOR BRANDS

On Snapchat, conversation comes first—so the creative should match the tone.

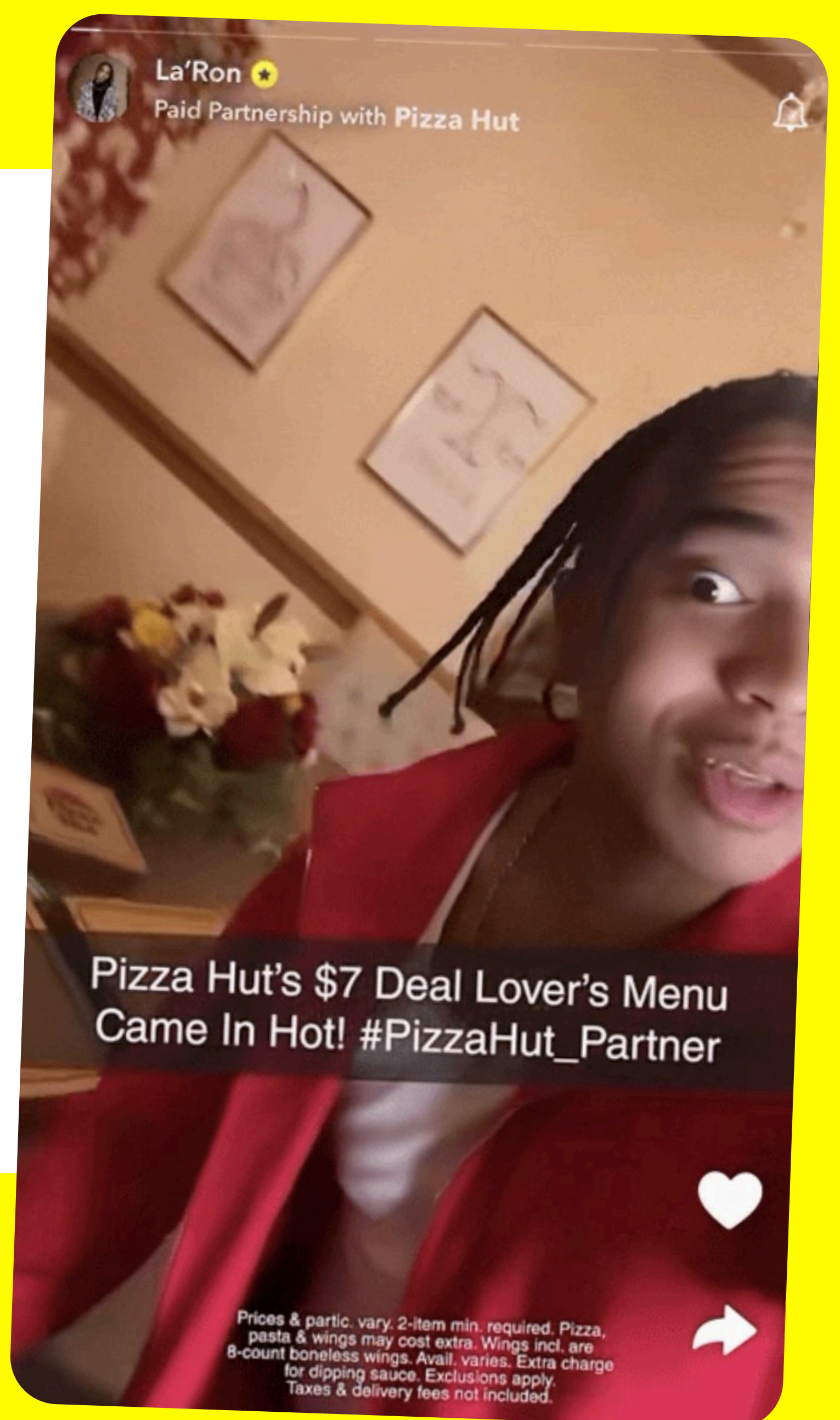


Think natural voice over and authentic storytelling that's created to match the way Snapchatters already share.

WHAT TO DO WITH IT

SHOW UP LIKE A FRIEND WITH STORY ADS

Story Ads are built to blend in with how Snapchatters are using Snapchat—quick and visual. Use Story Ads to meet your audience mid-laugh or mid-catchup with a tone that's human, honest, and effortlessly native.



TALK LIKE A SNAPCHATTER THROUGH SPONSORED SNAPS

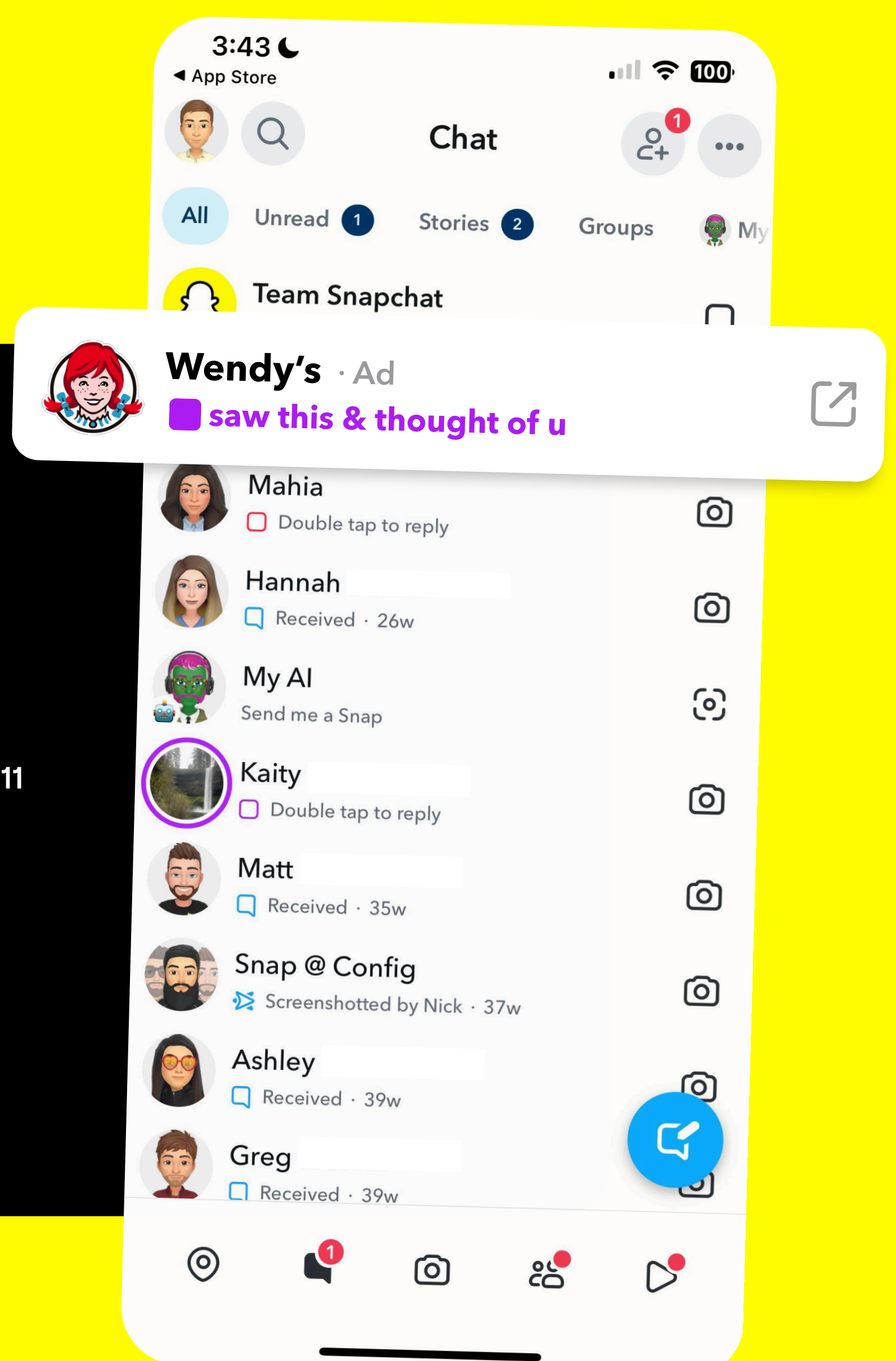
Sponsored Snaps let you drop right into the Chat feed, where real talk happens. When your tone feels honest and off-the-cuff, you could earn trust faster.

REAL RESULTS *from* REAL BRANDS

WENDY'S

In a single day, their Sponsored Snap saw nearly 52 million unique impressions, and their Snap profile grew their organic followers by +54%.¹¹

Not only did Wendy's connect with a massive audience, the Sponsored Snap drove a lift in Ad Awareness more than 5x above the restaurant category benchmark.¹²





INSIGHT 3

REAL-TIME FRIENDSHIP ON THE DAILY

It's been 48 hours too long 🙄

Snapchat is where friends live life together, moment by moment. While other platforms are for the photo dumps, Snapchat is how they stay present in real time. Whether it's a midday Snap, a quick vibe check before buying something, or saying I love you just because, it's all about sharing life as it happens.

TRUTH IN NUMBERS

Snapchatters
sent over

880
BILLION
CHATS

in Q1 2025.¹³

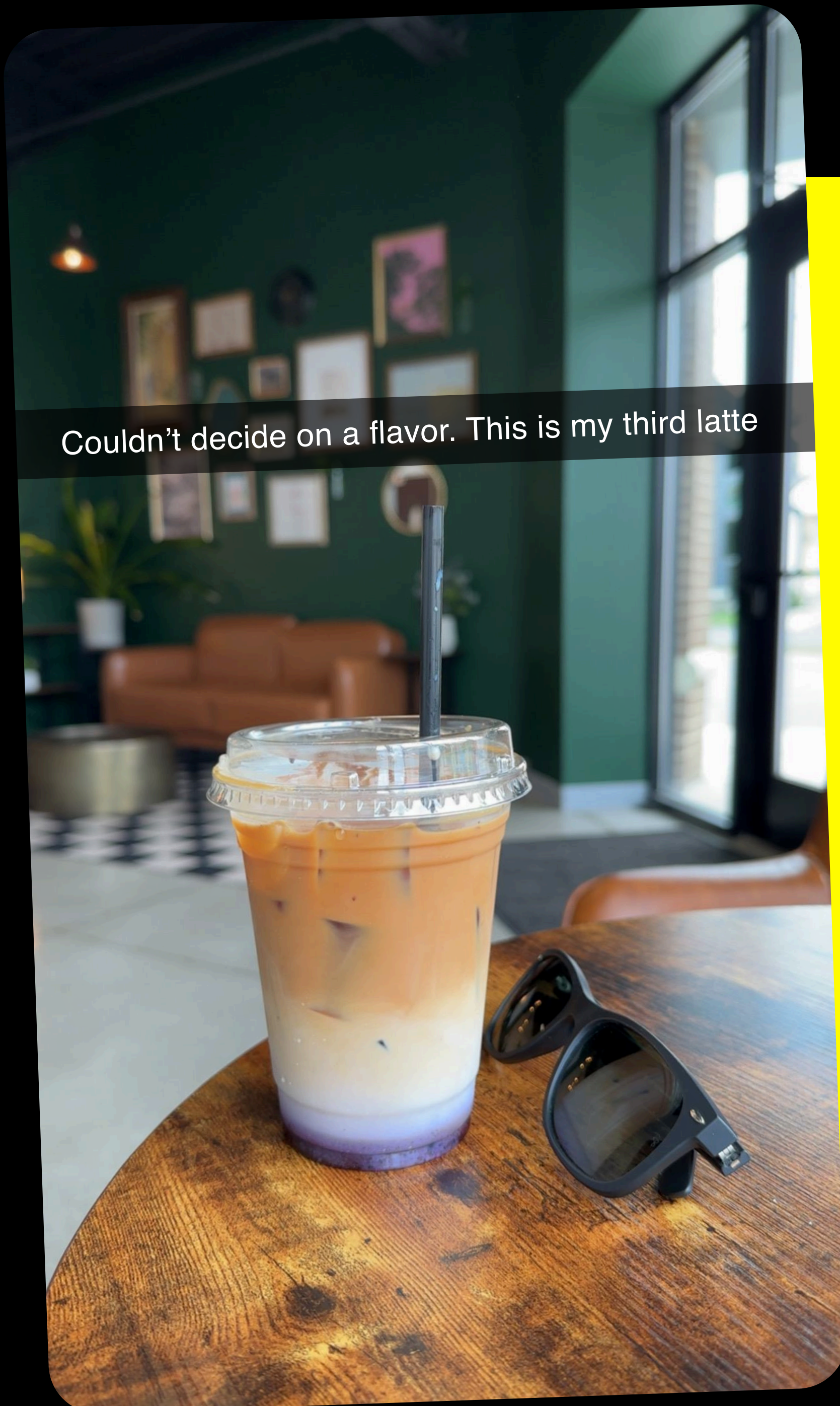
I left him alone on my new chair for 5 minutes...



Couldn't decide on a flavor. This is my third latte

92%

of daily Snapchatters
include their friends in
their shopping journey,
and more than HALF
send messages/
pictures via Snap
when shopping.¹⁴



WHAT IT MEANS FOR BRANDS

The ongoing daily dialogue between Snapchatters makes one thing clear, it's the platform built for real connection.

NATURAL

Day 2 baby

&

MEANINGFUL

That's why Snapchatters pay 2x more active attention to full-screen video ads here than on other platforms.¹⁵ They don't see them as interruptions, they see them as part of the experience.

WHAT TO DO WITH IT

ADS FOR ALL THE IN-BETWEEN MOMENTS

Snapchat isn't a twice-a-day scroll, it's a steady stream of Snaps, Chats, and check-ins.

From showing up first with takeovers, to skippable and unskippable ads, Snapchat helps your brand show up in all those in-between moments, becoming part of the background beat of their day. Mid-morning coffee? Post-class recap? You're already there.



SMART CAMPAIGN SOLUTIONS, THE NEW KEY TO PERFORMANCE

Snapchatters don't just engage. They take action that drives real business results. Smart Campaign Solutions is a suite of tools on Snapchat that leverages automation to deliver better outcomes for advertisers, with early adopters of Smart Bidding products seeing a 15% increase in return on ad spend and a 20% decrease in cost per purchase compared to previous bid strategies.¹⁶

REAL RESULTS *from* REAL BRANDS

HEADSPACE

Headspace, an early adopter of the Smart Campaign Solutions, saw a 2x increase in conversion volume with 47% more efficient cost per action.¹⁷



INSIGHT 4



IDENTITY IN MOTION

On Snapchat, identity doesn't have to be serious to be real. From trying on new styles to exploring new places, it's a space to experiment without overthinking.

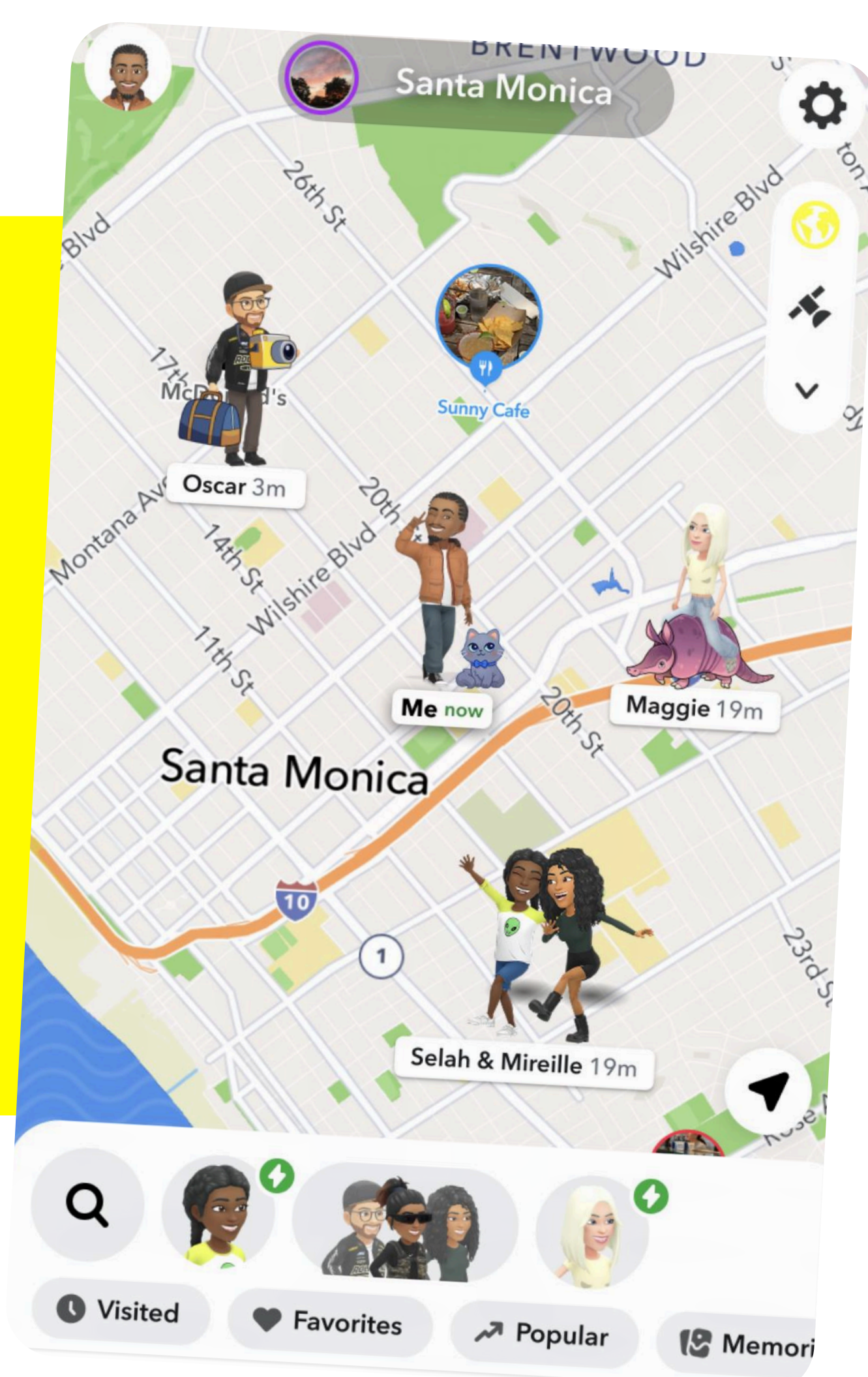
Self-expression here is spontaneous, visual, and always evolving. How you feel changes constantly, and this is where Snapchatters feel free to share it all.

TRUTH IN NUMBERS

The Snap Map was opened

**40 BILLION
TIMES**

in Q1 2025.¹⁸



Snapchatters are changing
their outfits over

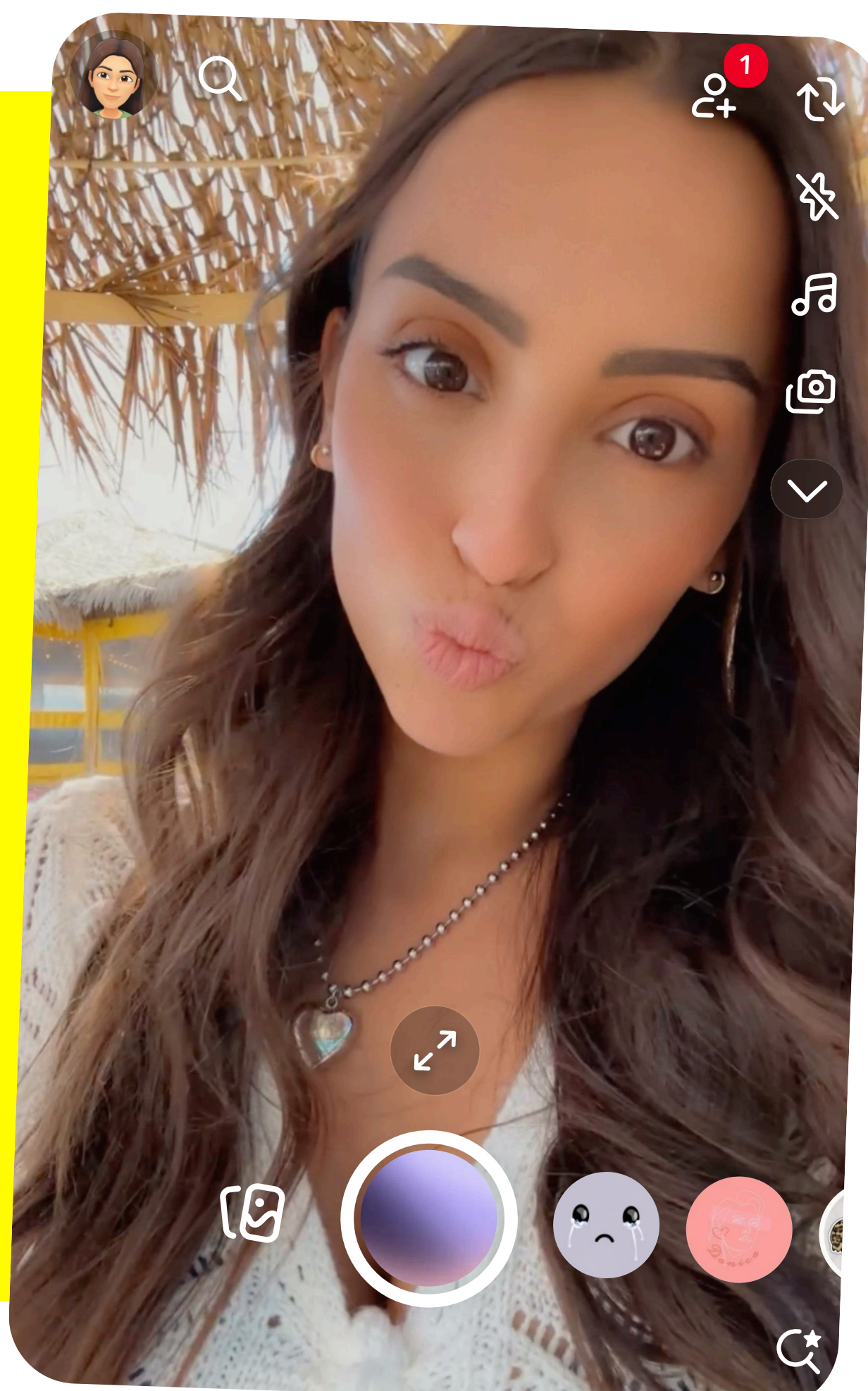
**100M
TIMES MONTHLY**

on average.¹⁹



**OVER
110M**

Snapchatters globally have
experienced a Sponsored
beauty Lens at least once.²⁰



WHAT IT MEANS FOR BRANDS

This is one of the only platforms where switching things up isn't just accepted, it's expected. From tone to style to creative formats, Snapchat gives you the space to be flexible, experimental, and human.

SWITCH



THINGS

UP

So lean into the moment. This is where connection comes from showing range, not just showing up the same way every time.

WHAT TO DO WITH IT

PLAY LIKE A SNAPCHATTER WITH GEN AI AND TRY-ON LENSES

With Gen AI and Try-On Lenses, your brand can tap into that constant curiosity, offering playful, low-pressure ways to experiment and connect. The more you let them play, the more they lean in.



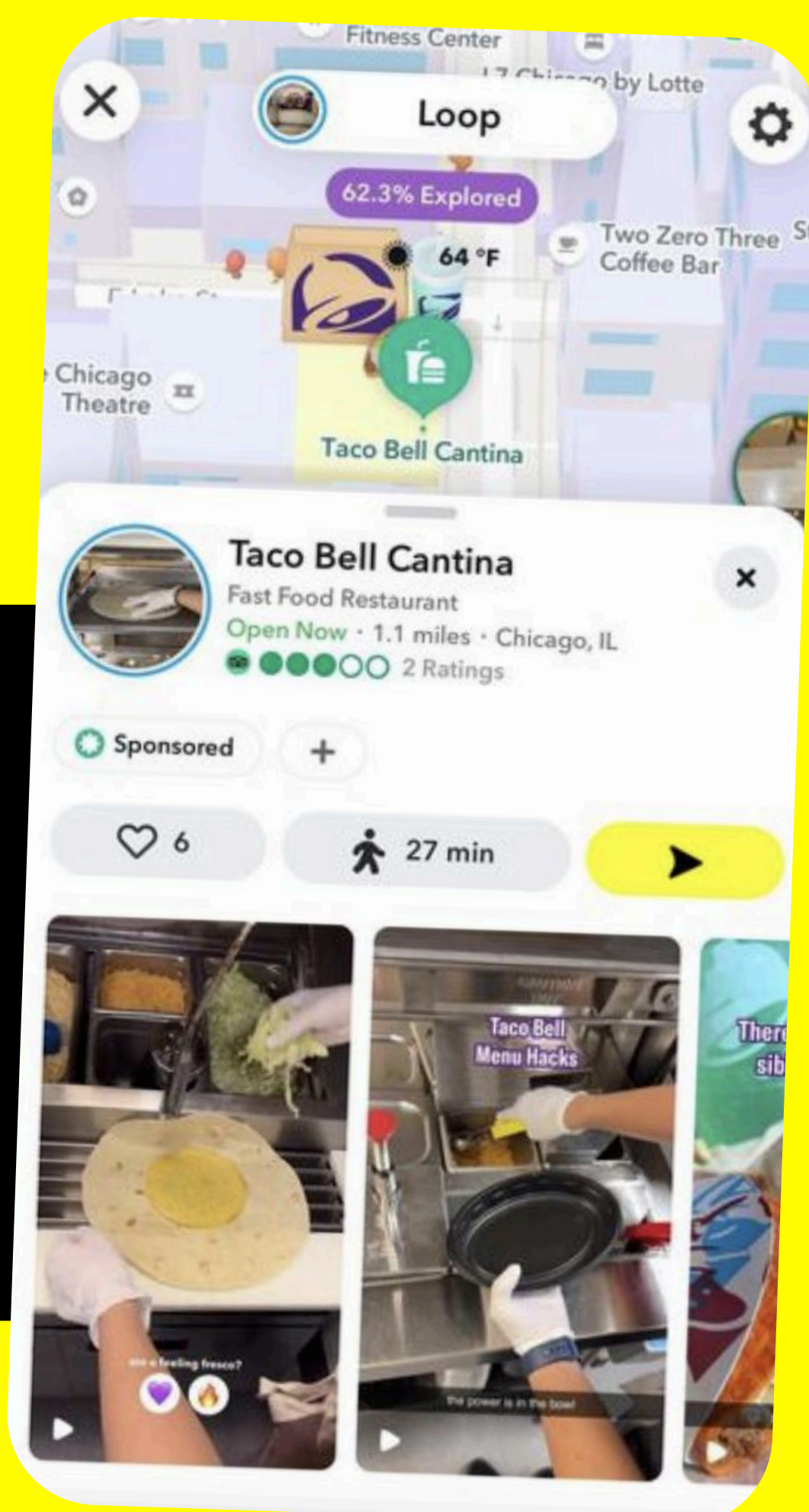
PUT YOUR BRAND IN THEIR PATH WITH PROMOTED PLACES

Snapchatters are always down to try something new. While they love to check the map to see where their friends are, the second most popular reason to go on the Snap Map is to see what's happening in their area!²¹ Promoted Places gets your brand in front of 400M+ monthly Snap Map users who are already looking for where to go next.²²

REAL RESULTS *from* REAL BRANDS

TACO BELL

When Taco Bell activated a promoted place on the map, they received more than 1B impressions on the map for the first 2 weeks!²³



INSIGHT 5

THE REAL SIDE OF CREATORS



hi besties how's ur day been

Snapchat creators don't perform—they show up like real Snapchatters, sharing who they are, how they feel, and what's on their mind, with no agenda.

That's why their content builds real connection with a community that supports them, engages with them, and feels more like friends than followers.

TRUTH IN NUMBERS

On average, our most active Snap Stars posted nearly

140 TIMES PER DAY²⁴



Creator testimonial from LaLa Milan:



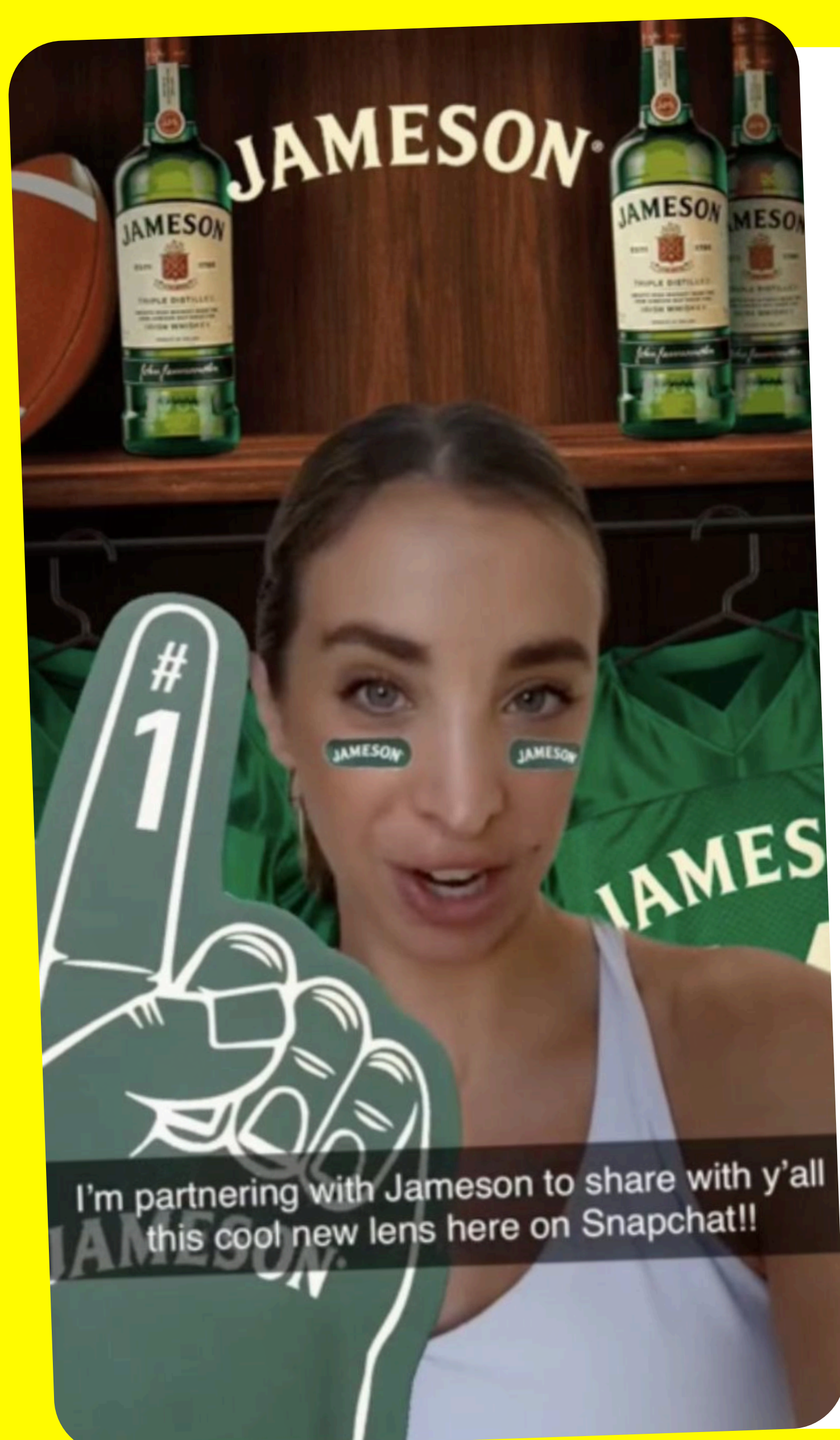
LALA MILAN

I post over 75 times daily on Snapchat and probably once weekly on others. What I post on Snap is completely different from what I post on other platforms. On Snap I post in real time and without editing

On Snapchat, Sponsored Creator ads in the US are

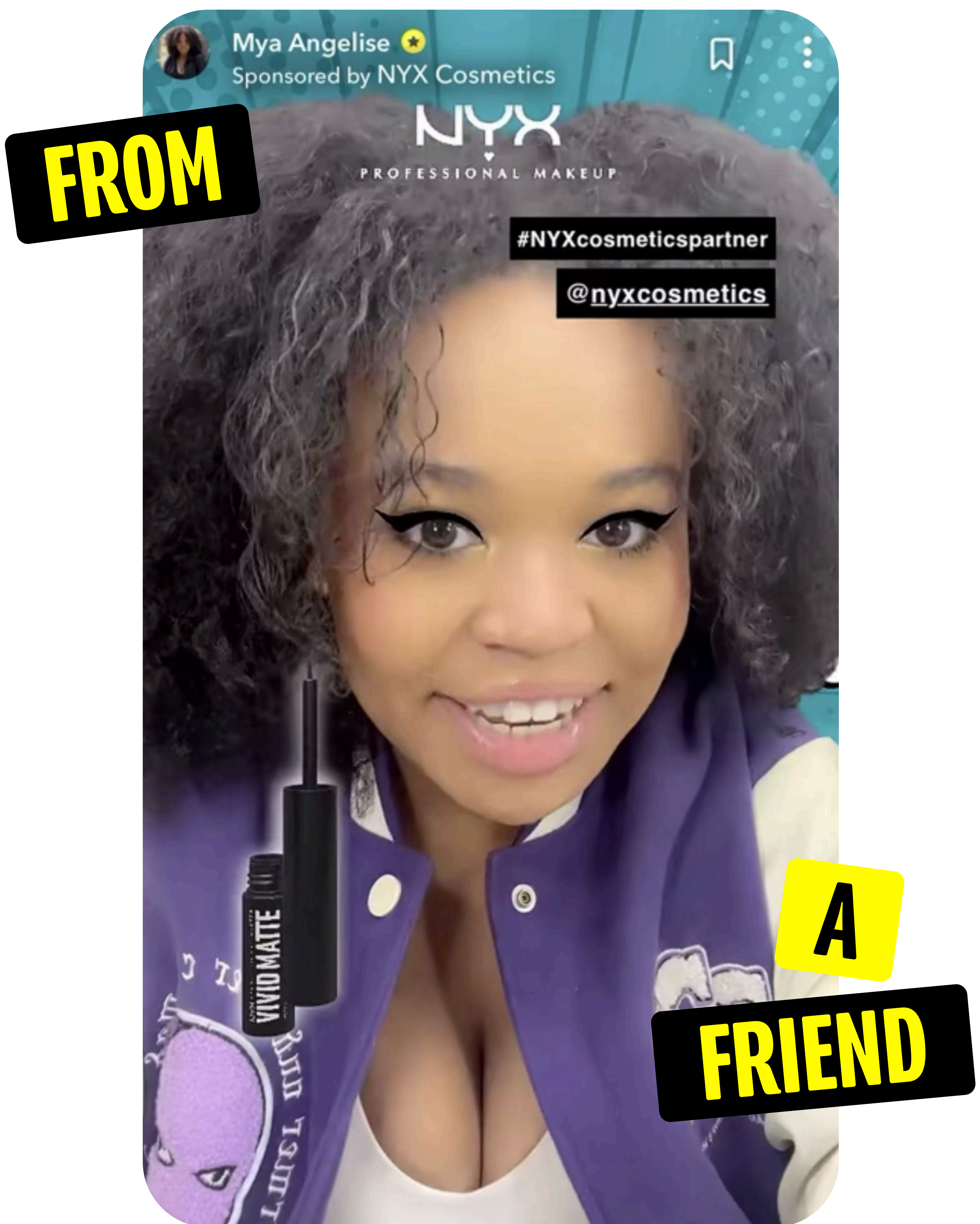
10X

more effective at increasing brand favorability compared to the average across other platforms.²⁵



WHAT IT MEANS FOR BRANDS

Partner with creators who use the platform like real Snapchatters do. The most impactful creator content feels like it came from a friend—not an ad.



It blends into the rhythm of real conversations through behind-the-scenes moments and interactions that make your brand feel like part of the group, not outside looking in.

WHAT TO DO WITH IT

CO-CREATE WITH SNAP COLLAB STUDIO

With Snap Collab Studio, you can easily team up with Snap Creators who bring your brand into their world in a way that feels unscripted, unfiltered, and totally their own. When it feels real, it performs. That's why 82% of US power Snapchat users aged 15-26 bought something because of creator content.²⁶



LET CREATORS KEEP IT REAL

Snap Creators don't just promote, they translate your brand for their community. Let them lead the story through Custom Lenses, recurring Stories, or native formats that match their voice. It pays off: On Snapchat, Creators' recommendations are 1.4X more likely to be valued compared to the average of other platforms.²⁷



REAL RESULTS from REAL BRANDS

EXPERIAN

Experian partnered with Snapchat's verified creators, Snap Stars, to promote financial tools like Bill Negotiation and Subscription Cancellation.

The creator-led campaign drove a 52% more efficient CPI, 51% more efficient CPR, and 44% higher CTR—proving that relatable content can turn financial literacy into action.²⁸



HOW THIS CAME TO BE

This trend report is grounded in a multi-source research approach that integrates first-party data, survey-based insights, and behavioral analysis to uncover emerging patterns and distinct user behaviors.

Insights from each stream were synthesized to provide a well-rounded, actionable understanding of the trends shaping our audience and the platform.

1. Product & Behavioral Insights

We examined how users organically interact with features across the app to detect evolving use cases, content formats, and social behaviors that signal early cultural or platform shifts.

2. Targeted Surveys

Custom surveys were fielded to priority audiences to capture direct sentiment and preferences of the generation. We analyzed both quantitative and qualitative feedback to validate patterns, surface motivations, and contextualize user behaviors.

3. First-Party Data

We uncovered unique platform specific behaviors and trends through our internal platform data. Data both informed and supplemented trends and unique behaviors on the platform.

Insights from these three streams were synthesized and layered with to ensure a comprehensive and data-driven understanding of the identified insights.

FOOTNOTES

1. Snap Inc. Internal Data Q4 2023
2. Snap Inc. Internal Data, Q1 2025
3. 2024 NRG Moments Research Commissioned by Snap Inc
4. Snap Inc. Internal Data, January 1 – December 31, 2024
5. Snap Inc. Internal Data Q4 2023
6. Snap Inc, Internal Data. May 1- May 31st, 2025
7. 2023 Amplified Intelligence AR Attention Study commissioned by Snap Inc. and OMG
8. Snap Ads Manager Jan 1st, Sept 28
9. Snap Inc. Internal Data May – June, 2025
10. Snap Inc. Internal Data, January 1 – March 31, 2025
11. Snap Inc. Internal Data December 2024
12. Snap Inc. Brand Lift Survey December 11, 2024
13. Snap Inc. Internal Data, January 1 – March 31, 2025
14. Source: 2023 Havas Next Gen Social Commerce study, commissioned by Snap Inc
15. Quantitative Study by Amplified Intelligence, commissioned by Snap Inc and OMD – June 2022
16. Snap Inc. Internal Data, November 4 2024 – March 17 2025
17. Snap Inc. Internal Data, November 4 2024 – March 17 2025
18. Snap Inc. Internal Data, January 1 – March 31, 2025
19. Snap Inc. Internal Data, May 14 – May 21, 2025
20. Snap Inc. Internal Data Jan 1 – Dec 2, 2024
21. 2024 Alter Agents Study 'How We Snap' Commissioned by Snap
22. Snap Inc. Internal Data, March 31st, 2025
23. Snap Inc Internal Data Q3 2024
24. Snap Inc. Internal Data, May 19, 2025
25. 2024 Eyesquare Authenticity Sells research commissioned by Snap Inc
26. Source: US Creator-Driven Commerce 2024, eMarketer
27. 2024 Eyesquare Authenticity Sells research commissioned by Snap Inc
28. Snap Inc, Internal Data, July 12, 2024 to March 22, 2025



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