

COUNTERFEITS + SOCIAL COMMERCE

The Power of Searching, Scrolling, and Clicking



following

By 2026, the global social commerce market is expected to reach a staggering

US\$2.9 TRILLION

click here

Counterfeit sellers utilize hidden links- links embedded on a false product image that conceals what consumers are actually buying when clicking on an ad. When trying to locate these counterfeit products, this scheme causes trouble for social media platforms.



#trending

Social commerce currently accounts for

10% of all e-commerce sales,

but it is expected to **increase** to 17% in three years.



tag



Counterfeiters have learned to be adaptable, aiming to target customers through:

- branded hashtags
- gathering consumer data (e.g., demographics and location) using marketing insight tools
- replicating or creating brand content that appears to be the "real deal"
- reducing prices so that products appear to be "bargains"
- avoiding detection due to a lack of effective IP enforcement policies

