By 2026, the global social commerce market is expected to reach a staggering US$2.9 TRILLION.

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.

Social commerce currently accounts for 10% of all e-commerce sales, but it is expected to increase to 17% in three years.

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.