THE SOCIALIZATION ECONOMY MARKET SNAPSHOT

Overview of a fragmented commercial field built around meaningful, emotionally safe human connection

ELIFINITY
GETTING TOGETHER

Important notice. *This document is educational and informational in purpose. It is intended to improve market understanding of an emerging category. It is not investment advice, investment research, a prospectus, an offering document, a solicitation, a financial promotion, or an invitation to invest. It does not recommend any investment, fund, company, sector, product, or business strategy. Readers should conduct their own analysis and consult qualified professionals before making investment, legal, tax, regulatory, strategic, or business decisions.*

The market already exists. It has not yet consolidated.

The Socialization Economy is not a market being invented from zero. It is a fragmented set of existing consumer and professional spending that is beginning to be understood through a clearer lens: **meaningful, emotionally safe human connection**.

People already spend time and money to eat together, travel together, attend events, join recurring groups, participate in cultural and leisure activities, build professional relationships, and search for trusted environments where interaction feels less random, less risky, and more valuable. What is missing is not demand. What is missing is coherence: clearer category boundaries, safer formats, better orchestration, and stronger infrastructure.

This matters because belonging remains one of the most universal human needs, yet it has not produced the same kind of consolidated category leadership visible in other major layers of human life.

For professional investors, the relevance is not only the **size of the wallet, but the asymmetry between universal demand, fragmented supply, and the absence of clear category leadership**.

>€2T
Commercial expenditure floor
Existing consumer + professional socialization wallet. This is the market-size signal.

1.5–2.0%
of global GDP — burden proxy
Estimated social and economic cost of loneliness / disconnection. Not the market size.

1 in 6
Human-need signal
People worldwide affected by loneliness, according to WHO 2025.

0
Clear pure-play $100B leader
Selected public belonging / socialization proxies remain far smaller than leaders in other need layers.

Figure 1 — Four signals, four different meanings

The distinction between the first two figures is essential. The **>€2T figure** refers to an existing commercial wallet. The **1.5–2.0% of global GDP figure** refers to a societal-cost proxy. They are not the same methodology and should not be merged.

The opportunity is therefore a double-win logic, not a single-number claim: better socialization infrastructure may create economic value inside an existing fragmented wallet while contributing, over time, to reducing some of the social and economic costs associated with poor connection.

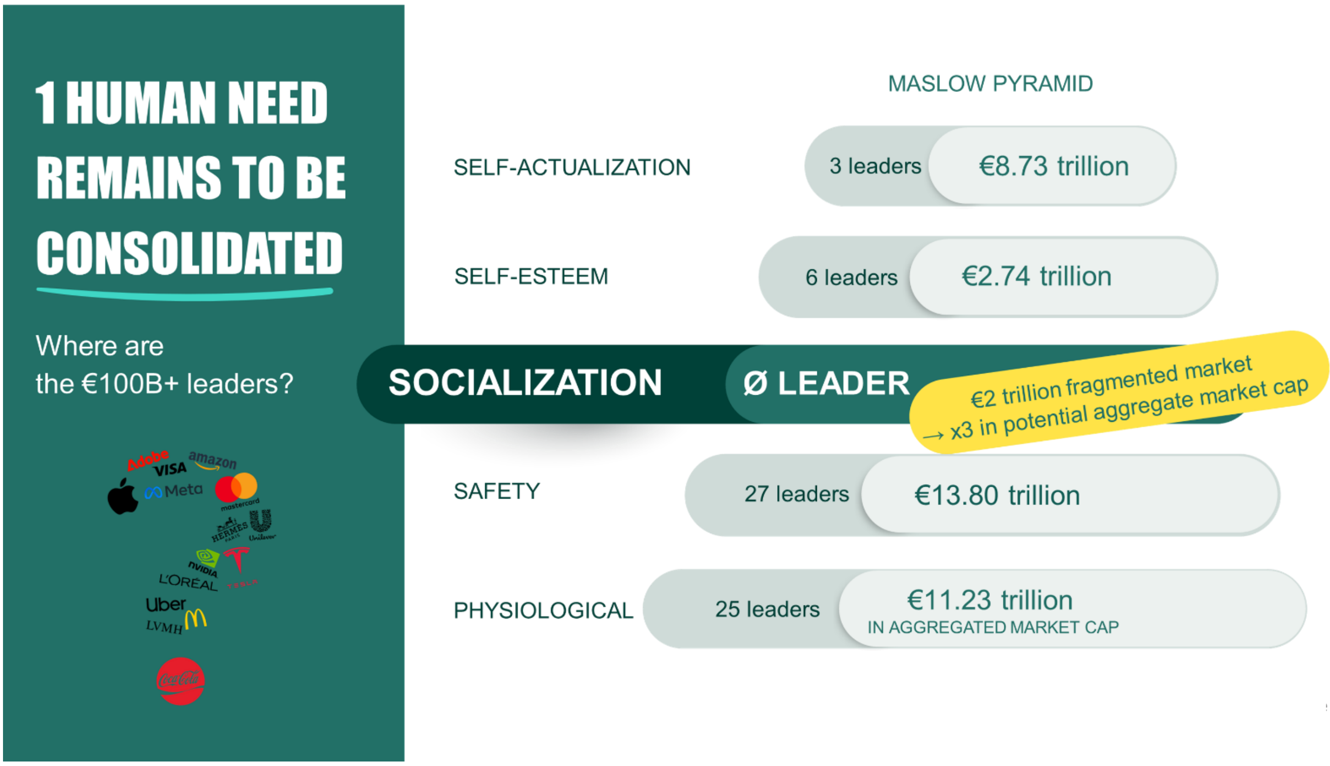

Figure 2 is a heuristic comparison, not a formal financial taxonomy. Market capitalizations are indicative and should be read as of the market-check date shown in the source register. The point is not that every large company maps perfectly to one psychological need. The point is that many major human-need layers have already produced multiple €100B+ public companies, while the belonging / meaningful-socialization layer still appears to lack a clear pure-play public-market leader of comparable scale.

Figure 2 — Maslow market asymmetry: one major human-need layer remains under-consolidated

This comparison is a heuristic, not a formal financial taxonomy. Market capitalizations move daily and should be refreshed before publication. The point is not that every large company maps perfectly to one psychological need. The point is that many major human-need layers have already produced multiple public companies above $100B in market capitalization, while the belonging / meaningful-socialization layer still appears to lack a clear pure-play public-market leader of comparable scale.

As of the latest market check, selected leaders in consumption, health, productivity, and digital infrastructure remain in the hundreds of billions or trillions of dollars, while selected belonging / connection proxies such as Match Group and Bumble remain far smaller.

A fragmented category, not a new invention

The Socialization Economy is narrower than "all social activity," but broader than hospitality, events, dating, travel, or digital matching considered in isolation.

It includes consumer and professional formats whose value depends materially on belonging, trust, emotional safety, compatibility, recurrence, real-world participation, and meaningful interaction quality. It does not treat the mere presence of other people as enough. A crowded room is not necessarily socialization. A digital introduction is not necessarily connection.

A dinner, event, club, trip, workplace ritual, or online-to-offline pathway belongs in the category only when the economic value is materially linked to the creation of meaningful, trusted, emotionally tolerable human interaction.

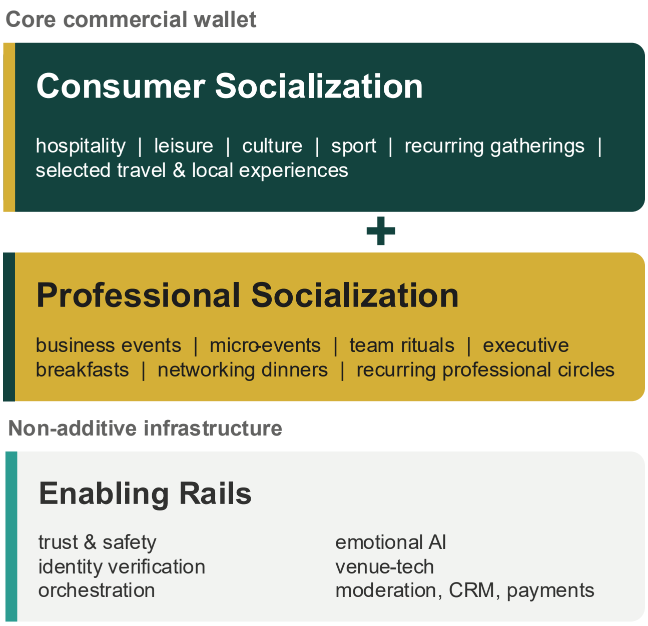

Figure 3 — The Socialization Economy architecture ▶

This architecture matters because the same euro cannot be counted twice. A restaurant bill, an event ticket, a professional gathering, and a trust-verification fee may all sit around the same human interaction. The market bridge therefore separates the core commercial wallet from the enabling rails that make the market more structured, safer, measurable, and repeatable.

The human signal is large — but it is not the market definition

Loneliness and social disconnection are not the market. They are evidence that the need side of the category is too large to dismiss.

WHO's 2025 work estimates that **1 in 6 people worldwide is affected by loneliness** and links loneliness to more than **871,000 deaths annually**. In May 2025, the World Health Assembly adopted WHA78.9 on fostering social connection for global health, bringing loneliness, social isolation, and social connection into a more formal global-health frame.

These figures do not mean that every lonely person is a customer, nor that the Socialization Economy should be treated as healthcare. They mean something more precise: the human need is universal, persistent, and increasingly recognized by institutions. The commercial category is the set of consumer and professional activities that can help people access better forms of connection, not the medicalization of loneliness.

The key filter is therefore **meaningful socialization**. Not everything social belongs inside the category. The relevant core is where trust, emotional safety, compatibility, recurrence, and interaction quality materially shape the value of the activity.

The >€2T commercial wallet: a floor, not a slogan

The statement that the Socialization Economy represents a **>€2T commercial expenditure floor** should be read as a disciplined market-construction argument, not as a headline claim.

No statistical agency currently publishes a finished "Socialization Economy" line item. The category must therefore be built from existing official and institutional expenditure anchors, then narrowed through explicit filters and exclusions. The key question is not whether socialization already exists. It does. The key question is how much of existing consumer and professional expenditure can reasonably be read through the lens of meaningful, emotionally safe human connection.

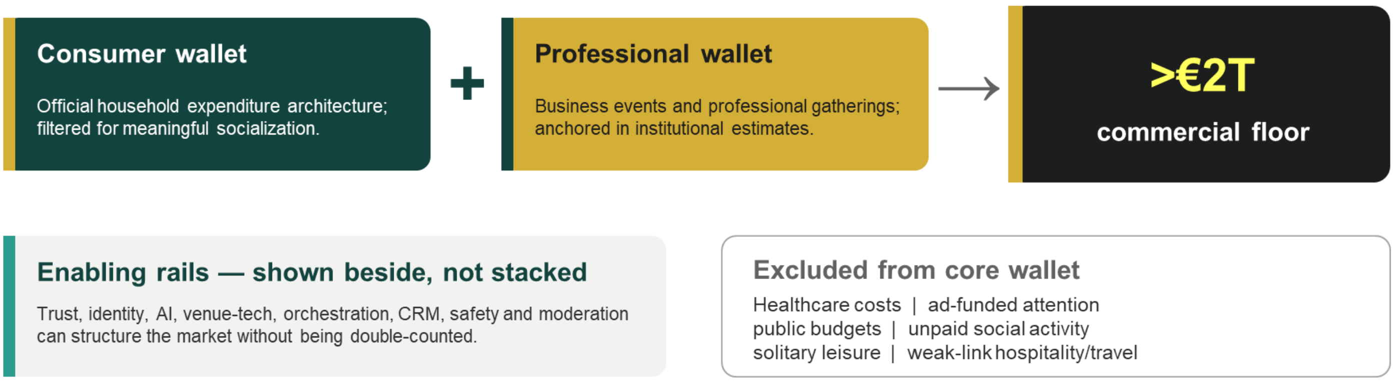

Figure 4 — Bridge to the >€2T commercial expenditure floor

The consumer side is anchored in official household-expenditure architecture, including COICOP categories such as **Recreation, sport and culture** and **Restaurants and accommodation services**. The professional side is anchored by the Events Industry Council / Oxford Economics business-events work, which reported 1.6 billion participants and more than $1.15 trillion in direct spending in 2019.

This method deliberately excludes the most tempting sources of inflation. It does not add healthcare cost savings, public spending, unpaid social activity, or ad-funded attention economics to the core wallet. It also treats enabling rails as infrastructure, not as an additive market layer. The result is a more conservative but more defensible floor.

Why the category may reorganize now

The Socialization Economy is not becoming relevant because human beings have changed. It is becoming more buildable because the infrastructure around the human need is improving.

The first shift is from social listing to **social logistics**. The market is moving beyond static directories and generic events toward orchestration: matching, timing, trust, venue access, payment, moderation, and repeat participation.

The second shift is the rise of **trust and safety infrastructure**. Identity verification, reputation layers, moderation, venue controls, emotional-safety design, and responsible AI can reduce uncertainty. In a category built around vulnerability and trust, these rails are not peripheral. They are part of conversion, retention, and responsibility.

The third shift is **institutional visibility**. WHO and the World Health Assembly have moved loneliness, social isolation, and social connection into a more formal health and resilience frame. That does not define the market, but it increases the legitimacy of studying it seriously.

Speed, however, is not maturity. In socialization, growth without repeatability may signal unresolved friction rather than stable market formation. A format can scale quickly because initial curiosity is real, while still failing to create durable value if trust, fit, safety, and recurrence remain weak. This category should therefore be evaluated not only through acquisition metrics, but also through retention, repeat participation, emotional safety, and quality of interaction.

Measured, not speculative

The Socialization Economy is large enough to deserve attention, but still young enough to require methodological caution. That is not a reason to dismiss it. It is a reason to define it carefully.

This snapshot has four limited objectives: to show that the category is already economically visible; to show that it remains structurally under-consolidated; to clarify what belongs inside the category and what does not; and to explain why the field may become more structured as trust, orchestration, identity, AI, and venue infrastructure mature.

The document distinguishes between three types of claims.

Claim type	***Definition***	***Examples***
Observed	Directly supported by official or institutional sources	WHO loneliness estimates; EIC/Oxford Economics business-events direct spending
Derived	Calculated from official variables under explicit assumptions	Consumer-wallet construction; commercial expenditure floor; global burden proxy
Interpretive	Category reading based on defined filters	Meaningful socialization; under-consolidation; non-additive rails; market-formation logic

This distinction is important. The document should not present derived or interpretive claims as if they were directly published official statistics. The ambition of the category is strongest when the methodology is transparent.

A double-win logic, not a promise

The Socialization Economy sits at an unusual intersection. On one side, there is a large fragmented commercial wallet. On the other, there is a measurable societal burden associated with loneliness and disconnection.

If better socialization infrastructure succeeds, it may create value by organizing existing spending more effectively while contributing, indirectly and over time, to reducing some of the costs associated with poor connection. This should not be written as a guaranteed impact claim. It is a market hypothesis with an impact rationale: better-designed socialization can be commercially valuable because people already spend for connection, and socially valuable because poor connection carries real human and economic costs.

Access to deeper analysis

A full methodology version is available under controlled circulation. It includes the consumer/professional wallet bridge, source hierarchy, sensitivity logic, exclusions, market-cap asymmetry methodology, and selected source notes.

This snapshot is intended to introduce the market category. Any discussion of specific investment vehicles, financial products, or fund documentation is separate from this educational market note and must rely exclusively on applicable official documents, eligibility requirements, and professional advice.

Short legal notice

This document is educational and informational only. It is not investment advice, investment research, a prospectus, an offering document, a solicitation, a financial promotion, or an invitation to invest. It should not be relied upon for investment, legal, tax, regulatory, strategic, or business decisions. Estimates, scenarios, market-size constructions, public-market comparisons, and category interpretations are provided for analytical discussion only and may be incomplete, uncertain, or subject to change. Readers should conduct their own independent analysis and consult qualified professionals.

Annex A – Market-size methodology

The **>€2T commercial expenditure floor** is not presented as a published official statistic. It is a derived market-construction estimate built from existing official and institutional expenditure fields.

A.1 Consumer wallet

The consumer wallet is built from household final consumption expenditure categories that contain significant socialization-relevant activity. The primary official classification reference is COICOP, especially categories such as **Recreation, sport and culture** and **Restaurants and accommodation services**. COICOP 2018 identifies Division 09 as “Recreation, sport and culture” and Division 11 as “Restaurants and accommodation services.”

The method does not include all of those categories mechanically. It applies a meaningful-socialization filter.

Consumer Socialization Wallet = Σ [Household Final Consumption Expenditure by category × inclusion factor × geographic / income adjustment]

Where household final consumption expenditure is taken from official national accounts and international datasets; category shares are taken from COICOP-based consumption data; inclusion factors exclude activity that is not meaningfully social or not commercially relevant to the category; and geographic / income adjustments prevent high-income market behaviour from being mechanically applied to all regions.

Eurostat’s household-consumption framework is useful as a transparent benchmark because it reports household expenditure by purpose and shows that, in the EU, restaurants and accommodation services and recreation, sport and culture are substantial consumption categories. World Bank household final consumption expenditure provides the broader global macro anchor.

A.2 Professional wallet

The professional wallet is anchored in existing business-event and professional-gathering expenditure. Events Industry Council / Oxford Economics estimated that business events involved **1.6 billion participants** across more than 180 countries and generated more than **$1.15T in direct spending** in 2019.

In the snapshot, the safer approach is to present the professional wallet primarily through this business-events anchor and avoid over-extending into poorly measured adjacent professional categories.

Professional Socialization Wallet = business-events direct spending anchor + selected adjacent professional micro-format spending, subject to exclusion rules

A.3 Enabling rails are non-additive

Trust, identity, safety, AI, venue-tech, CRM, moderation, payments, and orchestration tools may become large businesses in their own right. However, in the market-size bridge, they should be shown beside the wallet rather than added on top.

The reason is simple: the same underlying socialization transaction can generate both a venue bill and a software / trust / orchestration fee. Adding both without adjustment risks double counting.

A.4 Exclusions

The following are deliberately excluded from the core commercial wallet: healthcare costs linked to loneliness or isolation; public-health budgets; unpaid social activity; ad-funded attention markets; broad social-media advertising; public subsidies unless directly tied to commercial socialization formats; purely solitary leisure consumption; and generic hospitality or travel where the meaningful-socialization link is weak.

This exclusion logic is what makes the >€2T figure a floor rather than an inflated total addressable market claim.

ANNEX B – Societal-cost methodology

The societal cost of loneliness and disconnection should be presented separately from the commercial market size.

The proposed **1.5–2.0% of global GDP** range should be labelled as a **derived global burden proxy**, not as a published official global statistic. It is a way to express the scale of the cost side while avoiding confusion with the >€2T commercial wallet.

The evidence base is strong enough to justify a burden frame, but heterogeneous enough to require caution. WHO's 2025 report provides the global health signal: 1 in 6 people affected by loneliness and more than 871,000 deaths annually linked to loneliness. OECD's 2025 work emphasizes that loneliness and social disconnection have measurable links to health, well-being, productivity, and policy costs, while also noting differences across countries and methodologies. OECD cites national estimates including a Spanish cost estimate of 1.2% of annual GDP. A 2025 systematic review found that most economic studies report excess costs linked to loneliness and social isolation, while also showing that estimates vary by population, cost category, and method.

Societal Burden Proxy = Global GDP × burden coefficient

Where global GDP is taken from standard macroeconomic sources; the burden coefficient is expressed as a range, not a point estimate; and the 1.5–2.0% coefficient is a working analytical proxy used to communicate order of magnitude, not to claim audited savings. World Bank GDP data provides a standard macroeconomic reference for the denominator.

Correct wording:

"Loneliness and social disconnection may represent a societal and economic burden in the range of 1.5–2.0% of global GDP on the current analytical basis. This is separate from the >€2T commercial Socialization Economy wallet."

Wording to avoid:

"The Socialization Economy is a €2T cost."

That formulation is incorrect because it confuses a commercial expenditure field with a societal burden.

ANNEX C – Source hierarchy

Tier	*Sources*	*Use*
Tier 1 — Official statistical architecture	UN COICOP, Eurostat, World Bank, UN Population Division, ECB	Market construction, population, GDP, consumption categories, FX
Tier 2 — Institutional evidence	WHO, OECD, Events Industry Council / Oxford Economics, Global Wellness Institute, World Economic Forum	Need signal, professional wallet, burden literature, adjacent institutional frames
Tier 3 — Market signals	Public company market caps, selected comparable companies, reported sector cases	Category asymmetry, market movement, illustrative examples
Tier 4 — Labeled internal / derived inputs	Internal observations, proprietary calculations, scenario logic	Clearly marked as internal, derived, or illustrative, never presented as public fact

ANNEX D – Notes on the Maslow market-cap comparison

The Maslow figure should be presented as a heuristic. It should not claim that Maslow is a financial taxonomy or that selected public companies are pure representatives of each psychological layer.

The defensible claim is narrower:

Many major human-need layers have already produced multiple large public-market leaders. The belonging / meaningful-socialization layer appears structurally under-consolidated by comparison.

Market capitalizations should be refreshed immediately before release. The current draft uses selected public-market examples to make the asymmetry visible, not to provide an exhaustive sector ranking.

ANNEX E – Selected References

WHO Commission on Social Connection, 2025

WHA78.9, World Health Assembly resolution, May 2025

UN COICOP 2018 classification

Eurostat household consumption by purpose

World Bank household final consumption expenditure

Events Industry Council / Oxford Economics business-events study

OECD 2025 work on loneliness / social connections

The 2025 systematic review on economic costs of loneliness / social isolation

Public-market data source used for the Maslow figure, with market-check date