

Social Index 2021

What is Social Index?

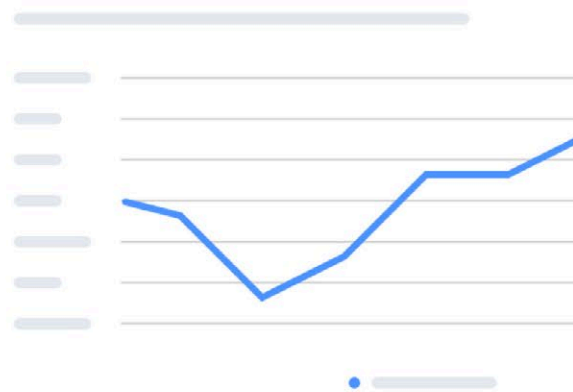
Tracking trends in the online world is crucial for every company — especially while planning and implementing marketing activities. In recent years, social media analytics has proven itself to be an indispensable tool. It makes it possible to set benchmarks for a brand's identity strategy and to determine its unique features, tailored to potential customers' needs. The Social Index was created to enable the comparison of diametrically different industries, topics and times of discussion. This challenge was taken up by SentiOne analysts, who developed a unique formula compiling the most important parameters: the number of mentions, articles, shares and retweets as well as the sentiment of online statements.

We analysed and summarised the entirety of 2021 by assigning the biggest brands in the world to five key categories. This resulted in numerous observations based on tens of millions of captured mentions.

The most interesting ones are shared in this report.

Enjoy your reading!

Mentions in time



Brand Health Index



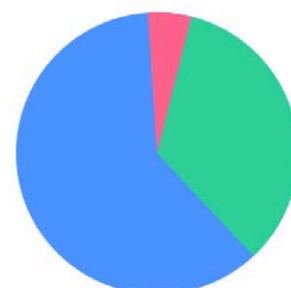
Top So



Top Sources



Sentiment share



Ge

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Categories

In this year's Social Index report, we analysed five main sectors:



Automotive



Consumer electronics



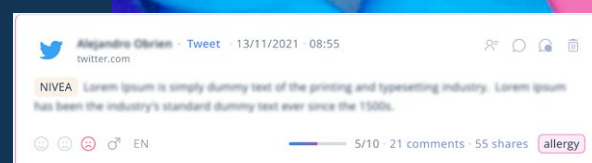
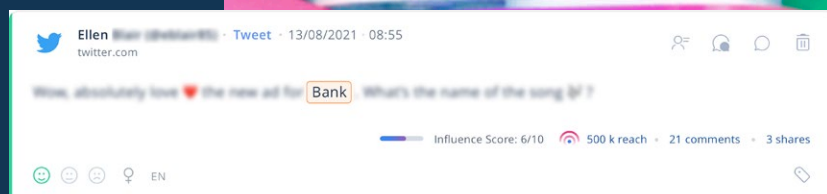
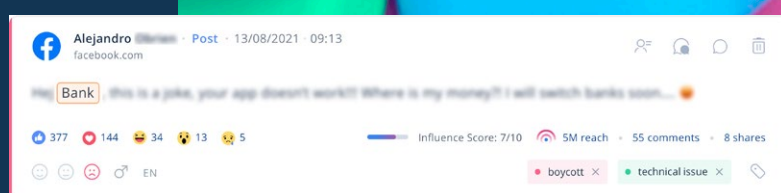
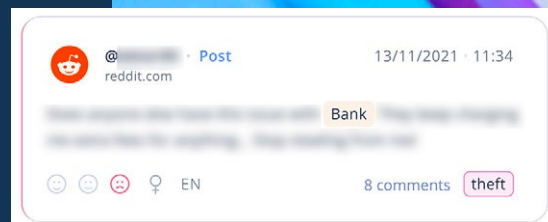
E-commerce



Fashion

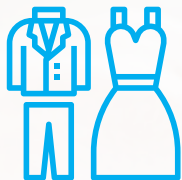


Finance and banking



Sentiment summary

Best perceived industries:



Fashion

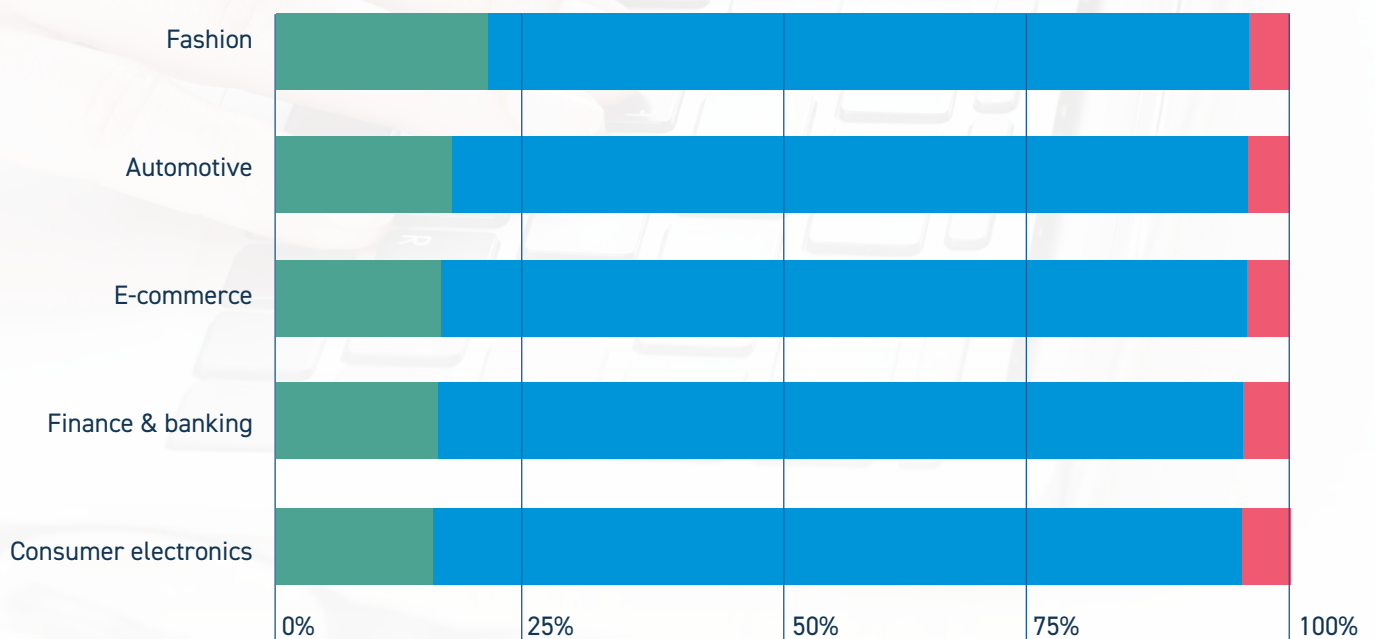


Automotive



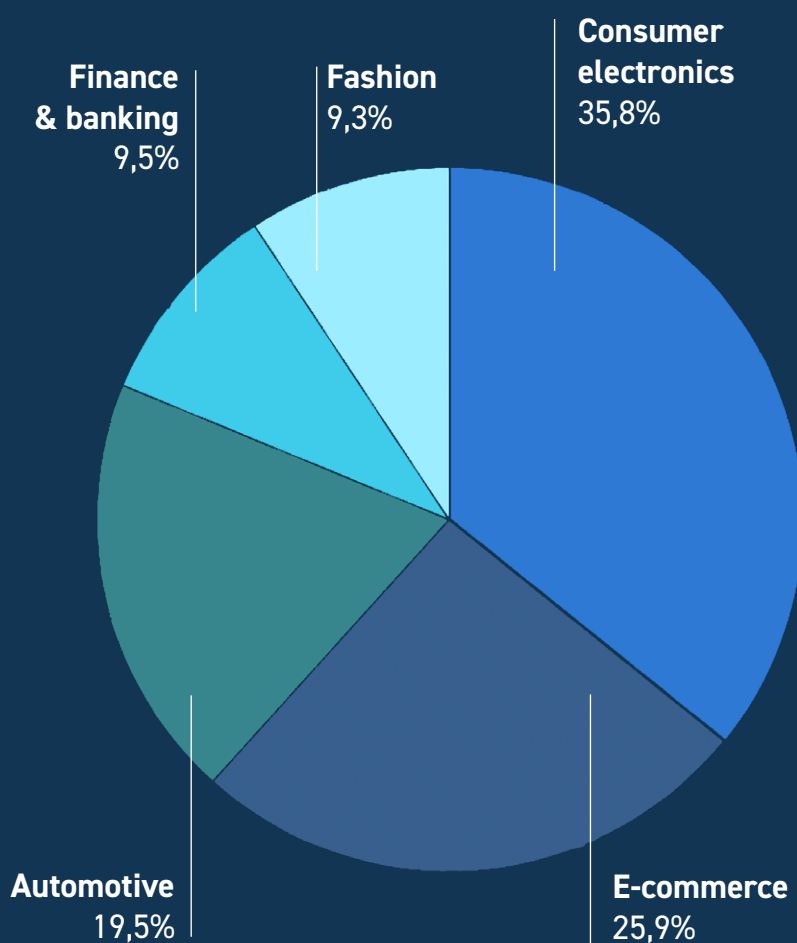
E-commerce

positive
 neutral
 negative



Top industries (buzz comparison)

Among the analysed industries, we've found out that consumer electronics and e-commerce were the most talked about in 2021.



Each industry's most important sources of discussion:



Automotive

Twitter
Instagram
Websites



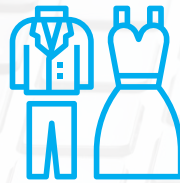
Consumer electronics

Twitter
Websites
Forums



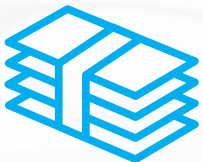
E-commerce

Twitter
Websites
Forums



Fashion

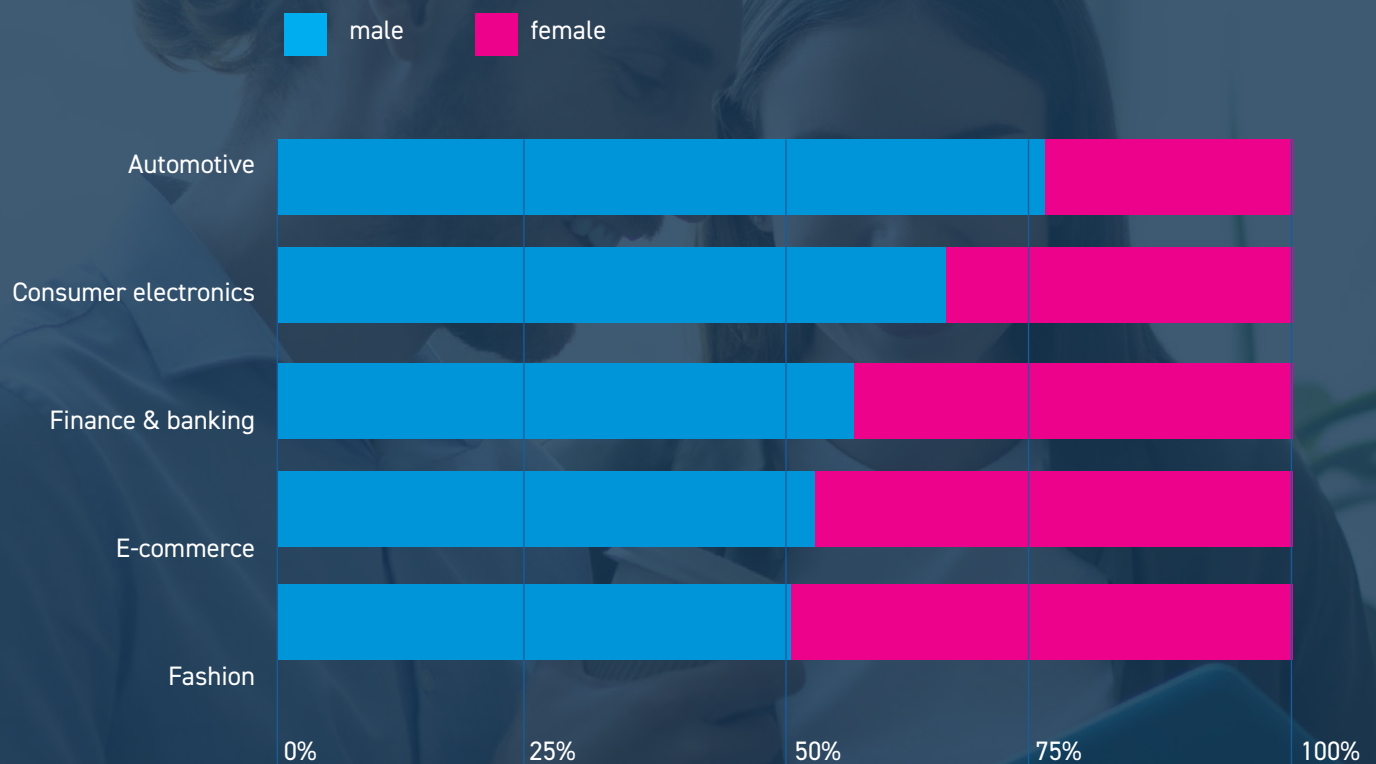
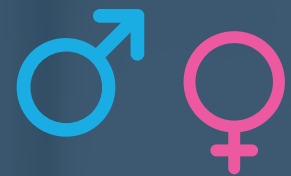
Twitter
Websites
Instagram



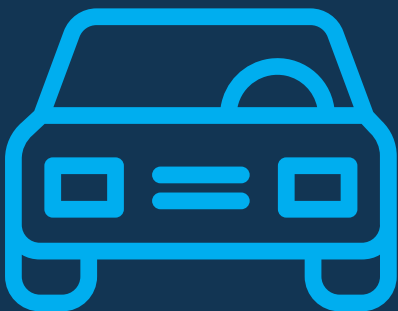
Finance & banking

Twitter
Websites
Facebook

Popularity by gender



Automotive



Next industry



Automotive trends

The automotive industry's one defining trend was #carsofinstagram. Online users love to post about not only their new vehicles but also the models they dream about. A glance at the most popular domains for the category shows that pictures may be even more important than in-depth analysis of reliability reports and parts prices.

There is just one reason why Instagram wasn't the most popular source for the category — K-pop. Car manufacturers often turn to K-pop idols to promote their new vehicles, as it remains a worldwide cultural behemoth. K-pop fans tend to favour Twitter over Instagram — and that's enough to push the platform to the top spot, as far as this industry is concerned.



female
24,2%



male
75,8%

01
Tesla 

02
Toyota

03
BMW

04
Ford

05
Audi

06
Honda

07
Mercedes-Benz

08
Hyundai

09
Nissan

10
Ferrari

Automotive top 10 brands

A good example of cars and K-pop working well together was Hyundai's collaboration with BTS. It brought the brand over 250,000 comments on Twitter, putting the brand in our top 10.

No surprises on the podium — Tesla wins with a huge advantage, driven by the keywords „Elon Musk” and „Bitcoin”.

Across the data, we could observe plenty of ambivalent statements around Toyota, which on one hand was criticized for bankrolling American politicians connected to the “Stop the Steal” movement, while on the other it received praise for their Super Bowl ad starring Jessica Long, the second-most decorated Paralympian in U.S. history.

In January, a lot of commotion was caused by Nissan, whose COO has praised Brexit, saying it will give the company a „competitive advantage” as it commits to producing new electric vehicle batteries at its Sunderland plant.



Automotive

top 10 websites & forums
(number of mentions)

01

pistonheads.com

02

electrek.co

03

dailymail.co.uk

04

carscoops.com

05

uk.finance.yahoo.com

06

forums.autosport.com

07

teslamotorsclub.com

08

tellurideforum.org

09

maxf1.net

10

thecarexpert.co.uk



Consumer electronics



[< Previous industry](#)

[Next industry >](#)

Consumer electronics trends

The most popular consumer electronics mentioned online are, to nobody's surprise, game consoles and smartphones. Spike in online mentions are tightly correlated with new releases and online consumer reviews.

Forums where users search for hardware reviews and exchange experiences are particularly strong in this category.

It is also — right after the automotive industry — the second most male-dominated category.



female
34 %



male
66 %

01
Apple 

02
Sony

03
Nintendo

04
Samsung

05
Microsoft

06
Oculus

07
Kindle

08
Nvidia

09
Huawei

10
Motorola

Consumer electronics top 10 brands

Is the metaverse our future reality? Oculus climbed to 6th position in consumer electronics ranking, with conversations around VR driving its reach.

Gaming is the primary topic in the consumer electronics space, with Sony, Nintendo and Microsoft all placing in the top 5. 2021 was a strong year for all three brands, with new console launches and plenty of long-awaited releases.

The presence of Kindle in the top 10 is particularly remarkable. This was caused by the promotional push behind the Kindle Unlimited campaign, which proves that the subscription-based model also works in the publishing industry.



Consumer electronics

top 10 websites & forums
(number of mentions)

01

resetera.com

02

dpreview.com

03

forums.appleinsider.com

04

neogaf.com

05

reddit.com

06

gsmarena.com

07

eurogamer.net

08

nintendolife.com

09

linustechtips.com

10

gamespot.com



E-commerce



< Previous industry

Next industry >



E-commerce trends

The pandemic resulted in a steady increase in the overall interest in e-commerce. Consumers order more each year, and the volume of discussion grows exponentially. The comments mainly concern delivery and customer service problems.

A qualitative analysis of e-commerce statements shows that an e-commerce platform's popularity can be measured directly by the number of links it gets on social media, especially on Twitter. Users plan new purchases on the site, talk about product features, and — most importantly — promote their own items.



female
47,1%



male
52,9%

01
Amazon 

02
eBay

03
Etsy

04
Tesco

05
Poshmark

06
Best Buy

07
Flipkart

08
Alibaba

09
AliExpress

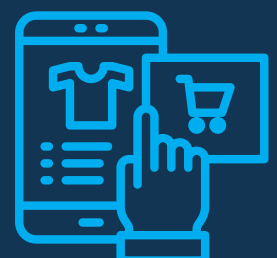
10
Chewy

E-commerce top 10 brands

In 2021, the word most commonly used in the e-commerce space was “check”, as in “check this out.” eBay seems to be the primary driver behind this trend.

Women were especially eager to discuss Poshmark and Etsy. The vast majority are on Twitter, but it by no means the only source. The Etsy Community Forum notes a very high level of engagement — which, in turn, translates into a wealth of deep insights.

Tesco generated a staggering amount of discussion with its Christmas campaign. In it, Santa Claus is depicted showing his COVID passport at an airport — some viewers found this objectionable. This resulted in a healthy amount of buzz, as well as 1,500 complaints to the Advertising Standards Authority (none of which, it has to be said, had any merit).



E-commerce

top 10 websites & forums
(number of mentions)

01

community.etsy.com

02

sellercentral.amazon.com

03

flipkart.com

04

reddit.com

05

dailymail.co.uk

06

uk.finance.yahoo.com

07

resetera.com

08

blowoutforums.com

09

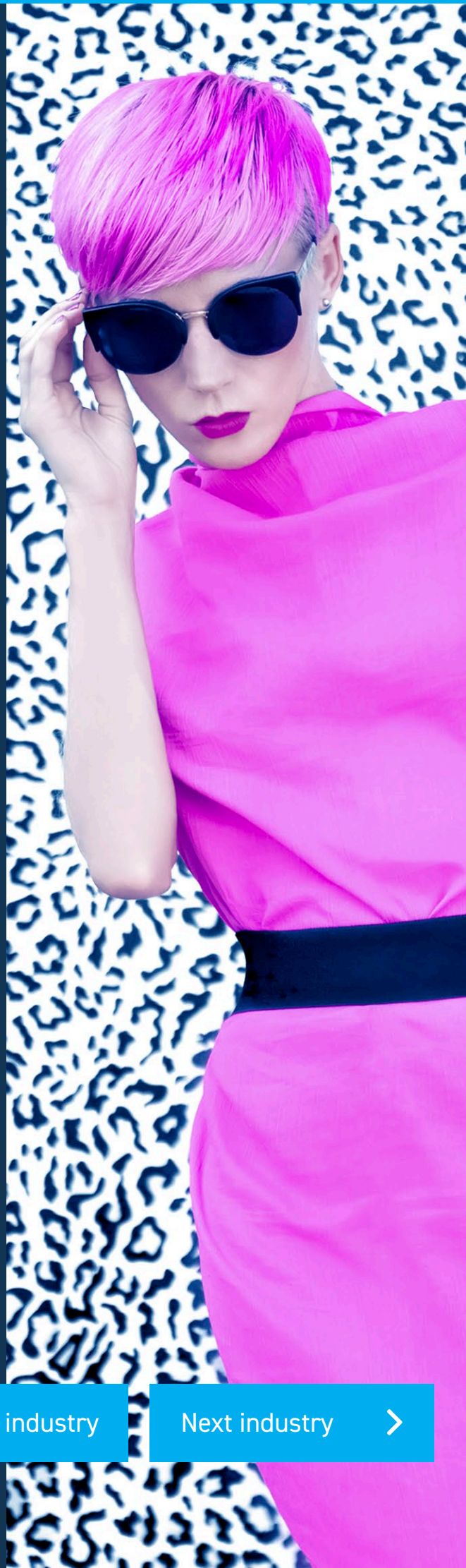
hotukdeals.com

10

forum.purseblog.com



Fashion



◀ Previous industry

Next industry ▶

Fashion trends

The world of fashion continues exploring new trends — not only in terms of what to wear, but also how to communicate. Examples include inclusive marketing campaigns and cross-promotions with video game companies.

The most discussed pieces of clothing in 2021 were handbags and shoes — sneakers, not high heels. This is evidenced by the popularity of sites such as [footwearnews.com](https://www.footwearnews.com) or [sneakernews.com](https://www.sneakernews.com).

Unlike what stereotypes might tell you, the world of fashion isn't just for women — we're seeing a near-even split between men and women in the space.



female
49,4%



male
50,6%

01
Nike 

02
Gucci

03
Adidas

04
Louis Vuitton

05
ZARA

06
Dior

07
Rolex

08
Chanel

09
H&M

10
Cartier

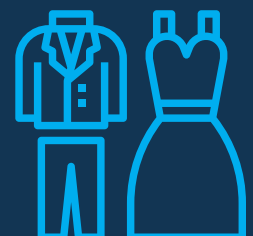
Fashion

top 10 brands

The power of inclusiveness is here! In February, Nike announced the release of the inventive GO FlyEase sneaker, touted as the first genuinely hands-free shoe. The promotional campaign explicitly emphasised the benefits of its design to customers with limited mobility — which was certainly appreciated. This was the brand's highest peak of discussion during the year, and it carried the Nike name to the top of our top 10.

High fashion loves K-pop and K-pop loves high fashion. Brands like Louis Vuitton, Chanel, and Gucci all collaborated with various Korean stars this year. The latter brand is also not afraid of mingling with the video game world — in January, Pokémon Go players could dress up their in-game characters in several North Face x Gucci clothes for a limited time.

Rolex received a boost with an unplanned endorsement from the President of the United States. Eagle-eyed social media users spotted the \$7,000 watch Joe Biden wore to his inauguration and mentioned the fact over 25,000 times!



Fashion

top 10 websites & forums
(number of mentions)

01

forum.purseblog.com

02

adidas.co.uk

03

footwearnews.com

04

sephora.com

05

vinted.co.uk

06

hypebeast.com

07

forum.tz-uk.com

08

sneakernews.com

09

thesun.co.uk

10

news.sportslogos.net



Finance and banking



< Previous industry

Finance and banking trends

Finance is the category most closely tied to politics and current events. Twitter and industry websites are the most dominant sources in this sector, but for wholly different reasons. On Twitter, finance and banking discussion is mostly driven by requests for donations by everyone from regular people to political initiatives. Specialist forums are where the professionals congregate to discuss current trends.

Political involvement also drives the sentiment of statements — this is one area where people tend to be polarized. As a result, the finance and banking sector received the highest percentage of negative comments out of the industries detailed in this report.



female
43%



male
57%

01
PayPal 

02
Cash App

03
Deutsche Bank

04
Venmo

05
MasterCard

06
HSBC

07
VISA

08
Barclays

09
Wells Fargo

10
Capital One

Finance and banking top 10 brands

Animals, minorities, gamers, streamers — these are just a few examples of the beneficiaries of online fundraising. It doesn't matter if you're a creator or simply need a bit of mutual aid to make it through the month: social media makes asking for donations easier than ever. This trend is what drove PayPal, Cash App and Venmo to the top of our list.

Deutsche Bank managed to sneak into the top primarily because of high volumes of discussions around bank's associations with Donald Trump. The organization decided to publicly cut ties with the former president following the January 6th riot. This tied into the larger political discourse and helped propel Deutsche Bank to the third spot on our list.

Other brands on our list include Barclays and Wells Fargo. Barclays celebrated their 20th anniversary of cooperating with the English Premier League, while Wells Fargo benefited from sponsoring the NBA venue in Philadelphia.



Finance and banking

top 10 websites & forums
(number of mentions)

01

news.bitcoin.com

02

reddit.com

03

marketscreener.com

04

ficoforums.myfico.com

05

uk.finance.yahoo.com

06

forums.moneysavingexpert.com

07

fool.com

08

marketbeat.com

09

bloombergquint.com

10

dailymail.co.uk



TOP 100

Brand	Social Index	Brand	Social Index	Brand	Social Index
1. Apple	3,960	35. Lenovo	142	68. Fiat	60
2. Amazon	3,180	36. Nikon	128	69. AliExpress	59
3. Sony	1,312	37. LG	125	70. Cartier	59
4. eBay	1,028	38. Intel	123	71. Acer	57
5. Etsy	949	39. Asus	122	72. Barclays	57
6. Tesla	803	40. Flipkart	119	73. Dell	57
7. Tesco	721	41. HP	118	74. JBL	56
8. PayPal	682	42. Lamborghini	116	75. Renault	52
9. Nintendo	574	43. Jeep	112	76. Prada	50
10. Samsung	467	44. Canon	111	77. Puma	49
11. Cash App	399	45. Suzuki	109	78. Wells Fargo	47
12. Microsoft	382	46. Louis Vuitton	107	79. Mitsubishi	46
13. Nike	358	47. Volkswagen	107	80. Chewy	45
14. Deutsche Bank	345	48. ZARA	104	81. Vans	43
15. Toyota	337	49. Chevrolet	102	82. Victoria's Secret	43
16. Poshmark	334	50. MasterCard	98	83. Lexus	43
17. BMW	323	51. Nokia	97	84. Jaguar	41
18. Ford	300	52. Dior	96	85. Škoda	40
19. Audi	289	53. Rolex	91	86. Pandora	36
20. Honda	266	54. HSBC	86	87. Hermes	35
21. Mercedes-Benz	256	55. Land Rover	82	88. Maserati	35
22. Hyundai	239	56. Kia	80	89. Toshiba	34
23. Oculus	238	57. Chanel	78	90. SHEIN	34
24. Nissan	227	58. VISA	77	91. Philips	33
25. Gucci	220	59. Roku	76	92. Capital One	33
26. Ferrari	218	60. Dolby	72	93. BNP Paribas	33
27. Adidas	211	61. Alibaba	71	94. UBS AG	32
28. Kindle	200	62. Razer	70	95. Mango	31
29. Best Buy	193	63. Dodge	70	96. Converse	30
30. Porsche	191	64. Volvo	68	97. Asos	29
31. Venmo	184	65. Subaru	67	98. Marshall	29
32. Nvidia	174	66. H&M	66	99. Levi's	29
33. Huawei	155	67. Mazda	61	100. Burberry	29
34. Motorola	144				

Discover the online potential of your brand

All statements presented in this report were based on data from SentiOne Listen, our flagship social listening tool.

When preparing the analysis, we used an original indicator measuring the social potential of brands hidden in online mentions. We analyzed over 57 million statements and online opinions in English language. SentiOne automatically assigned mentions to different emotional markings, based on an artificial intelligence-assisted natural language processing system.

Would you like to see how to use online listening to improve your position on the web?

[Book a demo](#)



About SentiOne

SentiOne supports brands in automating their customer service using AI technology. From internet monitoring, through integrated online brand management tool, to next-generation bots.

Our team of specialists, engineers, and analysts has been recognized with many awards, such as the EY Entrepreneur of the Year or Deloitte Technology Fast 500 EMEA. We build natural language processing technology in cooperation with the best European universities.

Thanks to social listening data our system achieves exceptional accuracy interpreting intentions in any field, which allows us to create uniquely intelligent conversation bots for customer service both in text and voice channel.

SentiOne tools have been used all over the world by such brands as:



Beiersdorf

TESCO



Starcom

MINDSHARE



MEDIACOM

sentione.com