
X Faces 10% user drop across European Markets



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Elon Musk's rebranded social platform, X formerly known as Twitter is facing a sharp decline in user activity across Europe, with recent data indicating a 10% drop in its regional user base.

The figures, compiled by independent analytics firms monitoring digital engagement trends, reveal that the platform is struggling to retain users in key European countries including Germany, France, and Italy. While no official reason has been cited by X, experts suggest that changes in platform policy, content moderation, and advertising standards under Musk's

leadership may be driving users away.

Musk acquired Twitter in late 2022 and has since made sweeping changes to its infrastructure and identity, including a high-profile rebranding to “X” and a shift toward a less regulated content environment. These shifts, while welcomed by some, have also attracted criticism, particularly in Europe, where stricter digital rules and user expectations differ significantly from other regions. Privacy concerns and compliance with the European Union’s Digital Services Act have also come into focus. EU officials have previously warned X over the spread of disinformation and the lack of transparency in moderation practices areas now under tighter scrutiny.

Meanwhile, rival platforms such as Threads and Bluesky are quietly expanding their European footprints, capturing users disenchanted with X’s new direction. While X still commands a significant global following, this European decline highlights broader challenges in aligning Musk’s vision with regulatory expectations and user trust.

The company has yet to release an official response to the reported user loss. Analysts say how X responds in the coming months could determine its long-term viability in one of the world’s most regulated digital markets.