

As of my last knowledge update in January 2022, I don't have specific information on the current problems Snapchat might be facing.

Regulatory Challenges: Changes in regulations related to data protection and online content can pose challenges for social media companies.

Competition: The social media landscape is highly competitive, and platforms need to continuously innovate to retain and attract users.

Monetization Strategies: Finding effective ways to generate revenue without alienating users is a common challenge for social media platforms.

Technical Issues: Any technical glitches, server outages, or other technical problems can impact user experience and trust in the platform.

User Engagement: Maintaining and increasing user engagement is crucial.