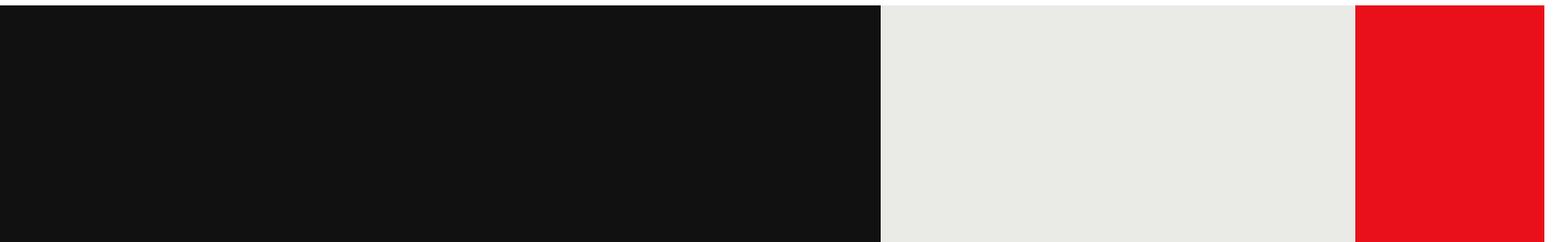


When TikTok will pass Facebook in use

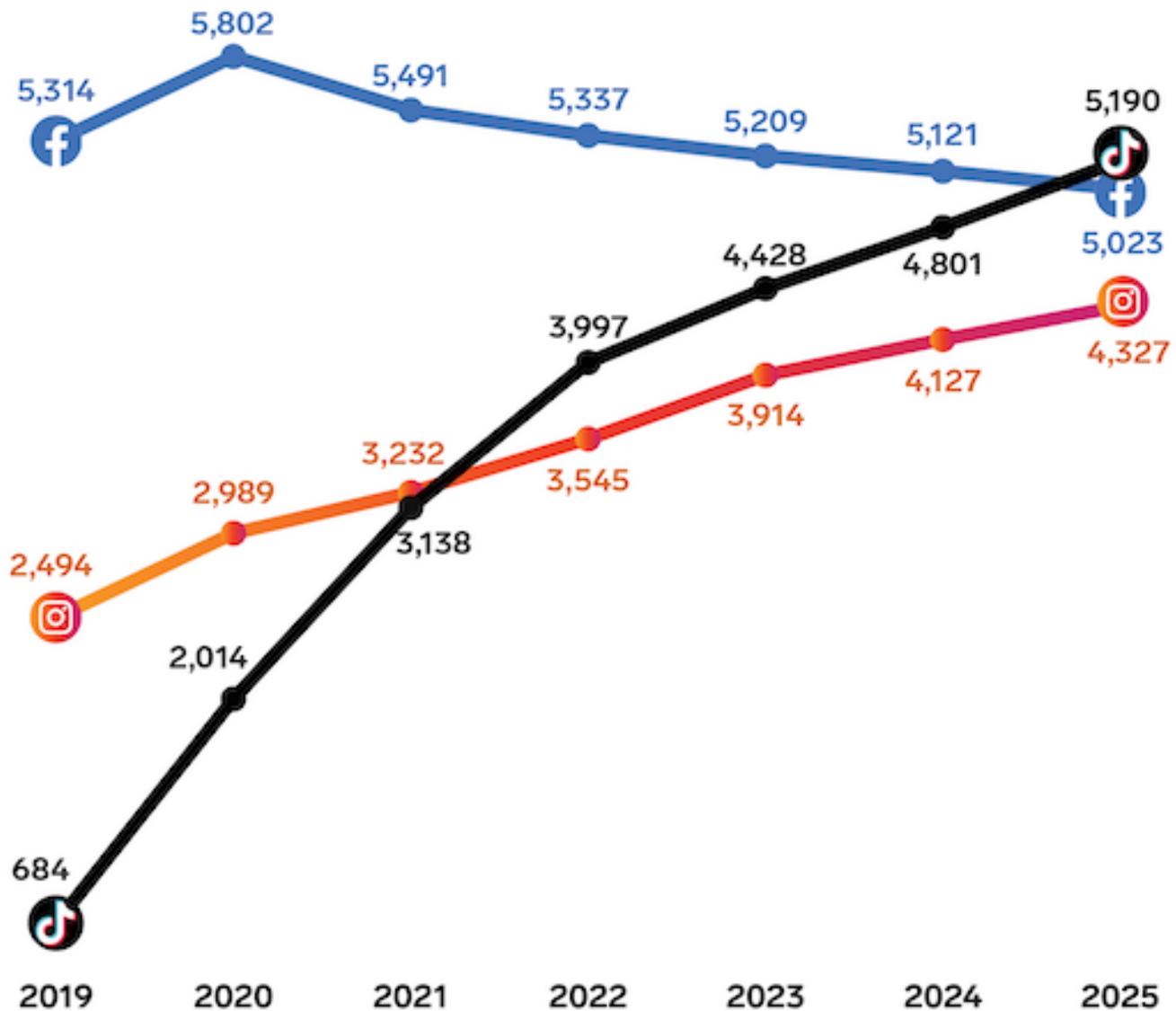
Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

TikTok Passed Instagram in Total Daily Minutes in 2022 and Will Pass Facebook in 2025

millions of minutes per day among the US adult population



Note: ages 18+; includes all time spent via any device

Source: Insider Intelligence | eMarketer, June 2023

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Insider Intelligence | eMarketer

Key stat: TikTok will beat Facebook in time spent in 2025, with US adults spending over 5.19 billion total minutes per day on the platform, while they will spend a total of 5.02 billion total minutes per day on Facebook, according to our forecast.

Beyond the chart:

- Both TikTok's and Facebook's total minute figure will round out to an average of 19 minutes per adult per day in 2025, according to our forecast.
- TikTok's climb in time spent on the platform is particularly impressive because fewer people use it than Facebook. We forecast 92.5 million US adults will use TikTok in 2025, while 168.8 million will use Facebook.
- Advertisers should consider boosting TikTok spend, advised our analyst Debra Aho Williamson in our [TikTok Will Be the Top Social App in Daily Minutes in 2025](#) report.

Use this chart:

- Budget social media marketing spend based on use.
- Consider influencer marketing priorities.

More like this:

- [From Chipotle to Bama Rush: Turning TikTok trends into real-world activations](#)
- [TikTok Shop expected to lose over \\$500 million in the US this year](#)
- [TikTok's Search Ads Toggle could lower CPA while increasing conversions](#)
- [TikTok breaks down the difference between in-feed and Spark Ads](#)

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