

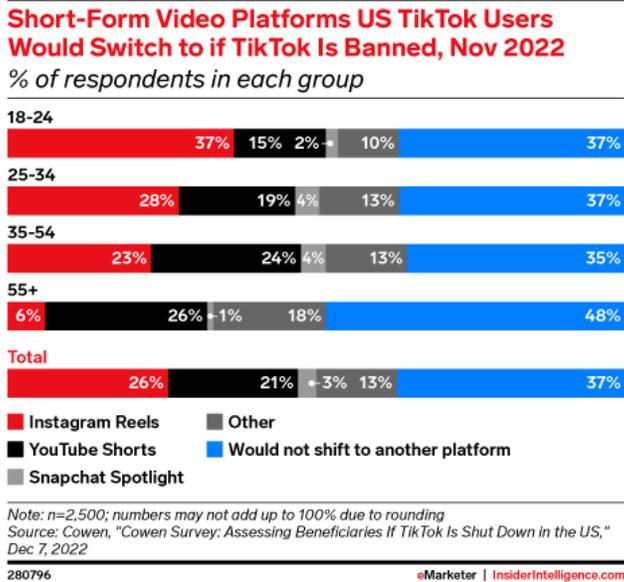
Where will TikTok users land after a possible US ban?

Article

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As the possibility of a TikTok ban grows in the US, users are looking for other platforms to satisfy their short-video needs. In a Cowen survey, 26% of adult US users said they'd switch to

Instagram Reels, and 21% said they'd head to YouTube Shorts. Meanwhile, 37% had no plans to use another short-video app.



Beyond the chart: A TikTok ban would be a major blow for ByteDance and TikTok creators, but it could be a lifeline for Meta. With Facebook's user base shrinking and Instagram's stagnating, a migration to Reels—albeit a reluctant one—could reinvigorate the platforms.

Just because users would move to other social video apps doesn't mean ad dollars would, too. Our principal analyst Jasmine Enberg said **retail media could be a beneficiary** if the ban takes place. But that's still a big "if."

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Methodology: Data is from the December 2022 Cowen "Cowen Survey: Assessing Beneficiaries If TikTok Is Shut Down in the US." 2,500 US adults ages 18+ were surveyed

during November 2022.