

US social app spending grows to 5 times its pre-pandemic level

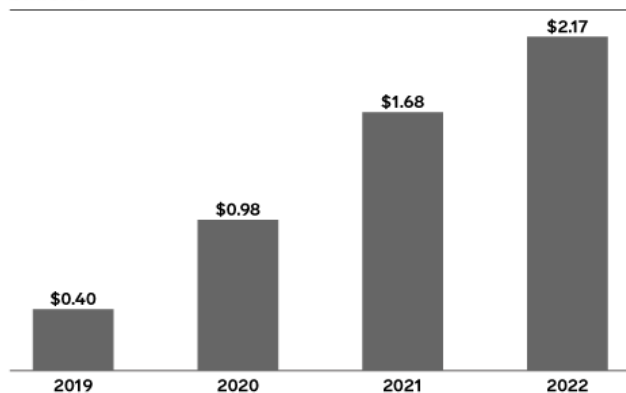
Article

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US consumers spent \$2.17 billion on social media apps in 2022, nearly half a billion more than the year before, according to data.ai. Worldwide, social app spend hit \$7.28 billion last year, up from \$6.32 billion in 2021.

US Consumer Spending on Social Media Apps, 2019-2022

billions



Note: gross spending, inclusive of percentage taken by app stores; includes short-video and livestreaming apps; excludes dating apps

Source: data.ai, "State of Mobile 2023," Jan 11, 2023

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eMarketer | InsiderIntelligence.com

Beyond the chart: The US accounts for nearly 30% of social app spend worldwide. The biggest driver of this spend is TikTok, where higher-priced purchases within the app are pushing up revenues.

The challenge for competitors like Facebook, Instagram, and Snapchat is not just to convince users to buy within the app, but to make expensive purchases there as well.

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Methodology: Data is from a January 2023 Data.ai report titled "State of Mobile 2023." App engagement estimates were generated via the Data.ai Intelligence global consumer panel of millions of active users. Spending data represents gross consumer spend on the Apple App Store and Google Play from paid downloads and in-app purchases, before the app stores take their fee. In-app advertising revenues are excluded. App publishers may occasionally shift an existing app from one category to another; in these cases, that app based on its categorization at the time of this report's writing. Push notifications are not considered active

use and do not count towards estimates of users, sessions, or session time. Data.ai is a mobile data and analytics platform.