

# Are social shoppers buying into in-app checkout?

Article

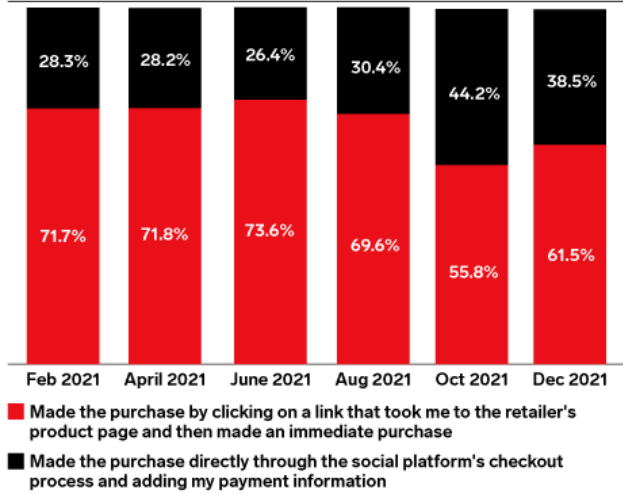
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The majority of US social buyers still order from retailer websites, rather than directly on social platforms. In December, **61.5%** said they made their most recent social commerce purchase on the retailer's site, while **38.5%** reported doing so through the social network's

checkout feature. Wherever the money changes hands, there's certainly enough of it to go around: US social commerce sales topped **\$36 billion** in 2021 and will **more than double** in 2025.

### How Do US Social Buyers Complete Purchases Made on Social Media?

% of respondents, Feb-Dec 2021



Source: "The Insider Intelligence Ecommerce Survey" conducted in December 2021 by Bizrate Insights, Dec 8, 2021

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