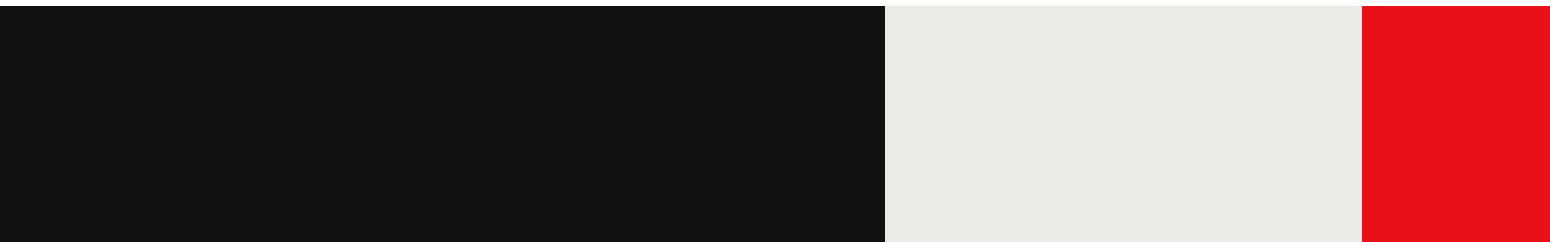



# TikTok is driving US social commerce growth

Article



**The insight:** TikTok's wide-ranging efforts to grow its ecommerce business drove [social commerce gains](#) in 2024. US sales rose 26% this year to \$71.62 billion, per our forecast.

Growth will continue into 2028, albeit at a slower pace. We expect social commerce sales to rise 19.5% next year to \$85.58 billion, surpassing \$100 billion for the first time in 2026.

**TikTok Shop drives adoption:** As it did last year, TikTok Shop dominated the social commerce conversation in 2024. The platform's [popularity with Gen Z shoppers](#), investments in [live](#)

[shopping](#), and well-timed promotional events that coincided with **Amazon's** July and October Prime sales put TikTok on the path to achieve its ambitious target of \$17.5 billion in US GMV.

- TikTok Shop's gross sales have topped \$1 billion monthly since July, per The Information—indicating that its efforts to woo shoppers with cheap products, steep discounts, and engaging content are driving more impulse purchases.
- Roughly half (49.7%) of social shoppers on TikTok buy something from the platform at least once per month—more frequently than on **Facebook, Instagram, or Pinterest**, per our March US Social Commerce survey.

That said, despite TikTok Shop's inroads, its momentum could quickly be halted should the app be banned—although [President-elect Donald Trump's](#) about-face on the issue could lead to a reprieve. A ban would put a considerable damper on social commerce growth, given that the platform is [driving the bulk of sales](#).

**Barriers to growth:** While social commerce adoption is slowly rising, the majority of US shoppers are more likely to rely on social media for inspiration rather than to make purchases — due to [distrust](#) in both the items for sale and the platforms themselves.

- Roughly three-quarters of shoppers browse social commerce platforms but prefer to buy through retailers' websites, mainly because of trust and security concerns, according to a survey by AfterShip and Ipsos.
- More than half (53%) of US consumers distrust products sold through social media, per Aibuy's 2023 Social Media Shopping Report—a particular problem for TikTok Shop, which struggled to contain a rash of [counterfeit goods](#) in the early months of its US launch.

Consumers' lack of confidence in social buying has pushed some companies—like **Meta** and **Pinterest**—to focus more squarely on shopping ads and other forms of shoppable content rather than pushing shoppers to transact on their platforms. Meta and Pinterest—along with TikTok and **Snapchat**—have also inked deals with Amazon to let users purchase products from the latter's ads without leaving their apps, letting the platforms capitalize on the strong trust consumers have for the retailer.

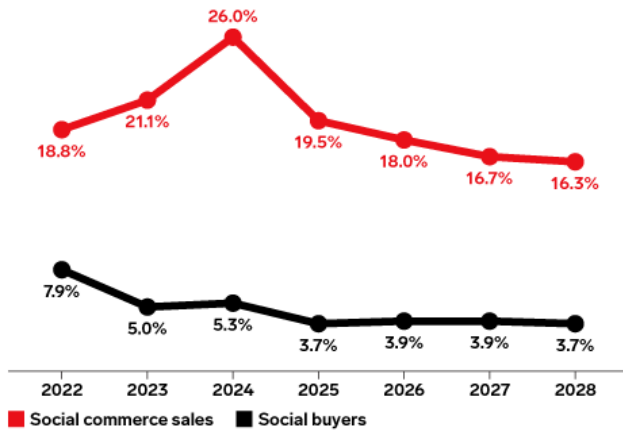
**Our take:** Social commerce's growth over the next few years will depend largely on whether TikTok can escape a ban and whether social platforms can build enough trust with consumers

to convince them to share their addresses and payment details in exchange for the gratification of an impulse purchase.

**Go further:** Check out our [US Social Commerce Forecast](#), and reports on [Consumer Approaches Toward Social Commerce](#) and [4 Charts on Social Buying Habits](#).

### US Social Commerce Sales and Buyer Growth Will Tick Up in 2024 Thanks Largely to TikTok Shop

% change in US social commerce sales and social buyers, 2022-2028



Note: social commerce includes products or services ordered via social networks (e.g., Facebook, Instagram, Line, Pinterest, VK, WeChat), regardless of the method of payment or fulfillment; excludes Twitch and YouTube; excludes cash transactions, travel and event tickets, tips, subscriptions, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales; social buyers are ages 14+; social network users who have made at least one purchase via any social channel (e.g., Facebook, Instagram, Pinterest, Line, WeChat, VK), including links and transactions on the platform itself, during the calendar year; includes desktop/laptop, mobile, and tablet purchases  
Source: EMARKETER Forecast, Nov 2024

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