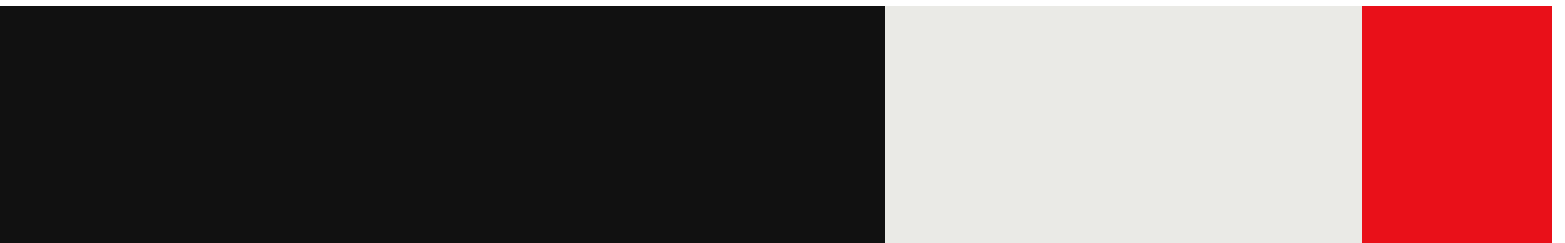


# What's behind the social commerce surge in 5 charts

Article

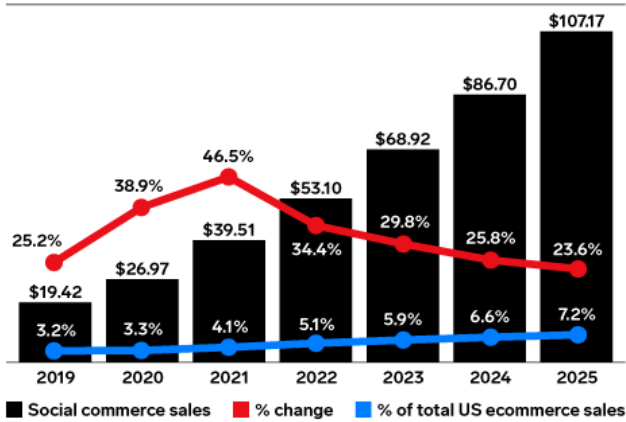


Though year-over-year growth of social buyers is slowing slightly following a two-year surge, **US social commerce** sales will continue to climb through 2025. We take a look at what's driving this growth, which platforms are emerging as leaders, and what social buyers really want.

## 1. Social commerce is on the rise (in more ways than one)

### US Retail Social Commerce Sales, 2019-2025

billions, % change, and % of total US ecommerce sales



Note: Includes products or services ordered via social networks and messaging apps, such as Facebook, Instagram, Pinterest, WeChat, Line, VK, and others, regardless of the method of payment or fulfillment; excludes 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

Source: eMarketer, July 2022

276798

eMarketer | InsiderIntelligence.com

**US retail social commerce sales** will hit over \$53 billion this year and experience double-digit, although slowing, growth over the next three years to reach \$107.17 billion in 2025.

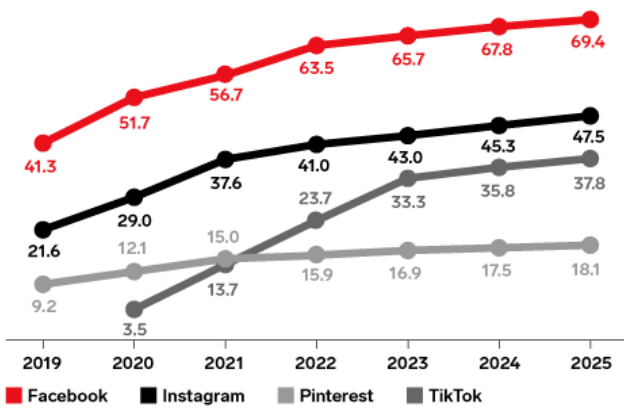
The reason? It's twofold: The **number of new social commerce buyers** (driven by TikTok) is increasing at the same time that the **average spend per user** is increasing.

By 2025, over 114 million users will spend an average of nearly \$1,000 a year on social purchases.

## 2. Meta leads the pack, but TikTok is catching up

### US Social Commerce Buyers, by Platform, 2019-2025

millions



Note: ages 14+; social network users who have made at least one purchase via the platform, including links and transactions on the platform itself, during the calendar year; including online, mobile, and tablet purchases  
Source: eMarketer, July 2022

276765 eMarketer | InsiderIntelligence.com

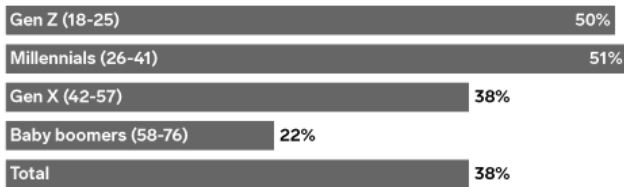
Though Meta is the leader in **social commerce buyers** (driven largely by Instagram and Facebook Marketplace), TikTok is making its way to the top, surpassing Pinterest in the number of social buyers for the first time this year.

TikTok has made several moves this year to bolster its **social commerce** business, including expanding its **TikTok Shop feature to US businesses** and making plans to **build out product fulfillment centers**. It's also added a variety of tools to **help advertisers** measure their campaigns more effectively.

### 3. Younger generations are driving adoption

#### US Social Media Buyers, by Generation, June 2022

% of respondents in each group



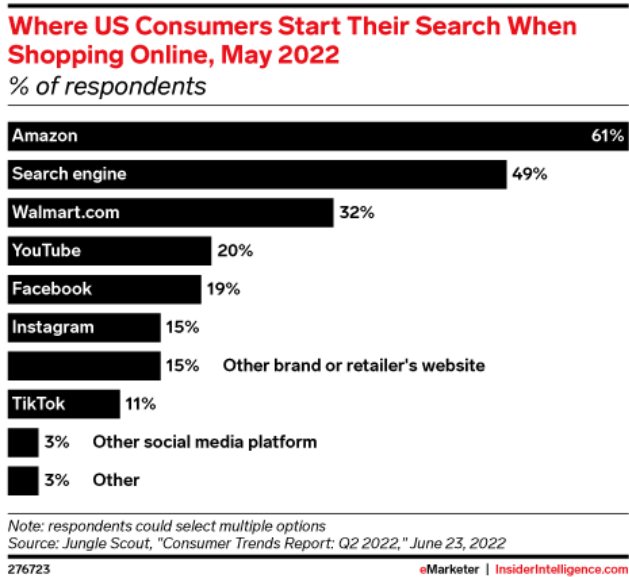
Note: n=2,225  
Source: Insider Intelligence, "US Social Commerce and Digital Trust Survey 2022," Sep 2022

278488 InsiderIntelligence.com

As expected, Gen Z and millennials are the biggest **adopters of social commerce**, with about half of each generation making purchases on social.

When asked what drove them to make their most recent social media purchase, 45% of **Gen Z consumers** said they found products they like, underlining the power of search. However, one-third reported they made a purchase because they saw an ad for it, showing that advertising is just as important.

4. Changing search behaviors skew toward social



Earlier this year, **Google revealed** that nearly 40% of young Americans (those between the ages of 18 and 24) use TikTok and Instagram as their search engines of choice.

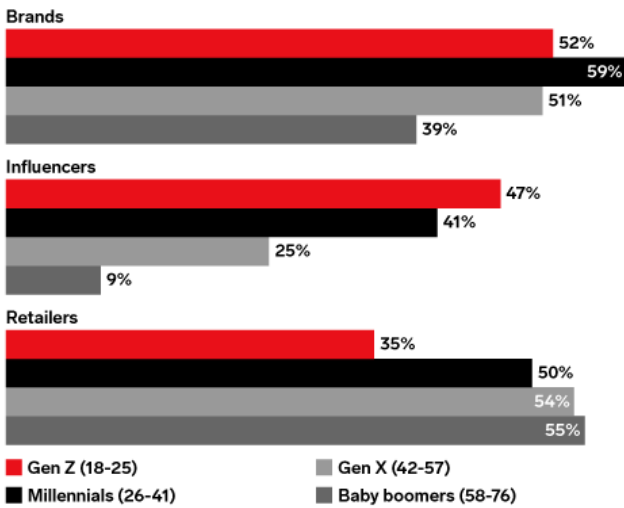
But it’s not just younger consumers: YouTube, Facebook, Instagram, and TikTok were all listed as places where US **consumers start their search** when shopping online.

Once again, TikTok’s momentum has continued to pick up speed throughout the year. In May, 11% of US consumers said they started their shopping search on the platform. By August, that number had grown to 21%.

5. People want to buy from brands and retailers, but there may be an influencer sweet spot

## Types of Social Media Accounts That Adults Worldwide Follow and Buy From, by Generation, Q2 2022

% of respondents in each group



Source: Klarna, "Shopping Pulse," Aug 8, 2022

277505

eMarketer | InsiderIntelligence.com

While consumers of all generations are **most likely to follow and buy** from brands and retailers over influencers, influencer marketing is on the rise, with, what else, **TikTok leading the charge**.

Turning away from celebrities with massive followings, **marketers are finding success** with micro- (5,000 to 20,000 followers) and mid-tier (20,000 to 100,000 followers) influencers, which will account for over half of all influencer marketing share this year.

**Why it matters:** Social commerce adoption is on the rise, but it may not be in its final form yet. As consumers become more comfortable with shopping on social media, brands and platforms will need to figure out the best way to capture those sales. But no matter how you look at it, social commerce is here to stay.

*This was originally featured in the Retail Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*