

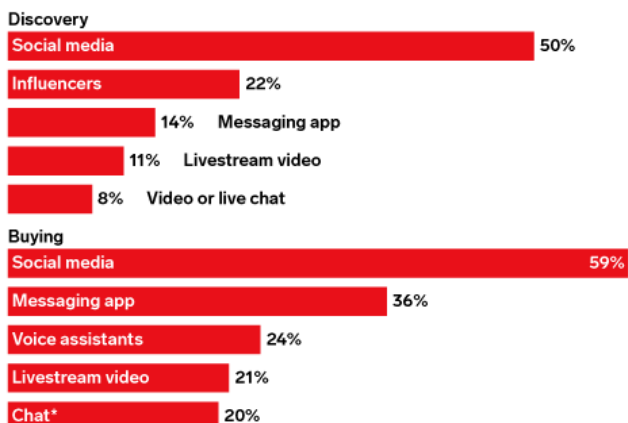
Social media is top channel for shoppers worldwide to discover, buy products

Article

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Shoppers Worldwide Who Have Used Select Channels for Product Discovery vs. Buying, June 2023

% of respondents



Note: *chatbots, chat, or instant messaging

Source: Salesforce, "Connected Shoppers Report, Fifth Edition," Aug 18, 2023

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Insider Intelligence | eMarketer

Key stat: Half of shoppers worldwide have used social media to discover products, per Salesforce, but even more (59%) have used it to purchase something.

Beyond the chart:

- In 2024, there will be 110.4 million social buyers in the US, representing 38.8% of the population, according to our forecast.
- Facebook will be the top platform for social commerce next year with 64.6 million social buyers, followed by Instagram (46.8 million), and TikTok (40.7 million), per our forecast.
- Livestream commerce hasn't quite caught on with US consumers yet. But as it's a major part of TikTok Shop's ecommerce push in the US, the channel may start to gain adoption in the year ahead.

Use this chart:

- Identify where worldwide shoppers are finding products and where they are buying them across social and digital channels.

More like this:

- **What's happening with TikTok Shop? The opportunity, the advantage, and the drawbacks**

- US retailers are determined to get live shopping off the ground
- 5 charts that explain the new era for social media
- Why experiences and discoverability drive customers to stores

Methodology: Data is from the August 2023 Salesforce "Connected Shoppers Report, Fifth Edition." 2,400 shoppers worldwide ages 18+ and 1,125 retail professionals worldwide were surveyed online during May 18-June 21, 2023. For the consumer survey, 31% of respondents were from the US. For the retailer survey, 27% were from the US.