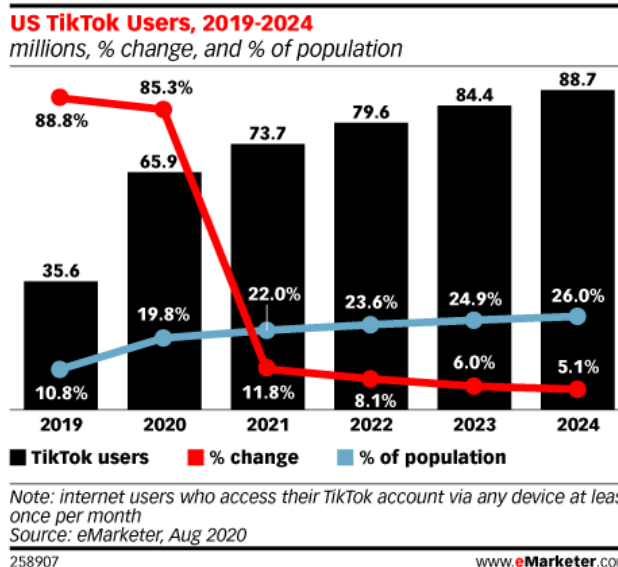


Nearly A Fifth of the US Population Will Be TikTok Users in 2020

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eMarketer Editors

TikTok’s future in the US is still uncertain, but any decision will affect a significant number of US consumers. We forecast that TikTok will have 65.9 million monthly US users in 2020, up from 35.6 million in 2019, amounting to nearly one-fifth (19.8%) of the US population.



The pandemic has driven much of TikTok's recent growth in the US, but even before lockdowns ensued, the app was quickly gaining ground. US social media users were already spending more time on TikTok in October 2019 than any other platform except Facebook, according to Comscore data.

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