

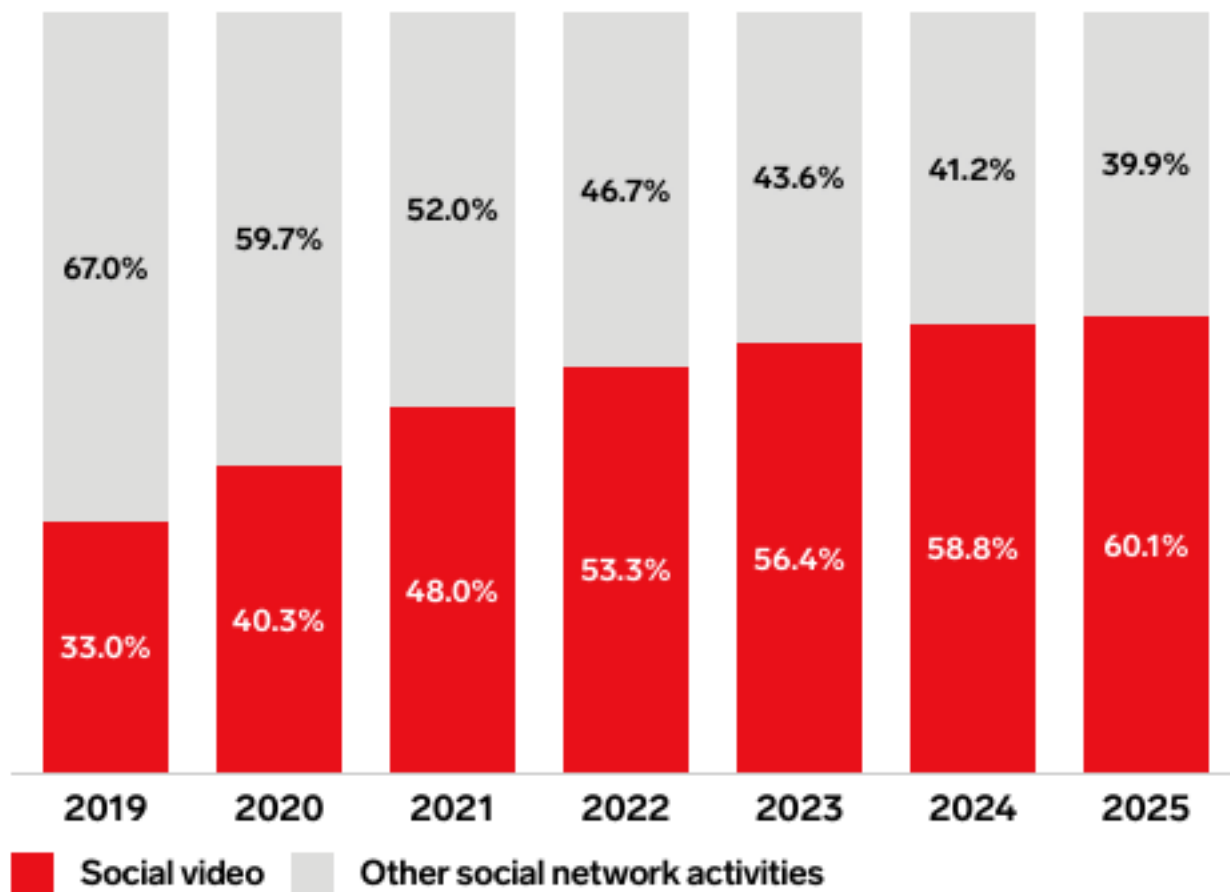
# Video accounts for more than half of daily time spent on social networks, but growth is plateauing

Article

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# Video's Share of Average Daily Social Network Time Is Huge but Approaching a Plateau, 2019-2025

% share among US adult users



Note: ages 18+; social video time includes all time spent with online video activities on social network platforms; includes usage via any device; does not include YouTube time  
Source: Insider Intelligence | eMarketer, June 2023

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Insider Intelligence | eMarketer

**Key stat:** Social video will account for 56.4% of overall daily time spent on social networks in the US this year, according to our forecast. Although that share will continue to grow, it's approaching a plateau, and future gains will be smaller.

**Beyond the chart:**

- Over the last six years, time spent on social video saw explosive growth—and TikTok was a huge driver of it. By 2025, TikTok will be the US's biggest social network in total daily minutes, according to our forecast.
- TikTok's social video competitors, like Snap Originals and Instagram's IGTV, have not captured significant user interest, and Reels hasn't closed the gap with TikTok in time spent.
- Growth in time spent on social video is slowing, suggesting that there may be a limit to the amount of video that consumers can watch daily.

### Use this chart:

- Inform your social video ad budgets.
- Justify video ad spend.

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- [US Time Spent With Social Media 2023](#) (Insider Intelligence subscription required)
- [TikTok breaks down the difference between in-feed and Spark Ads](#)
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