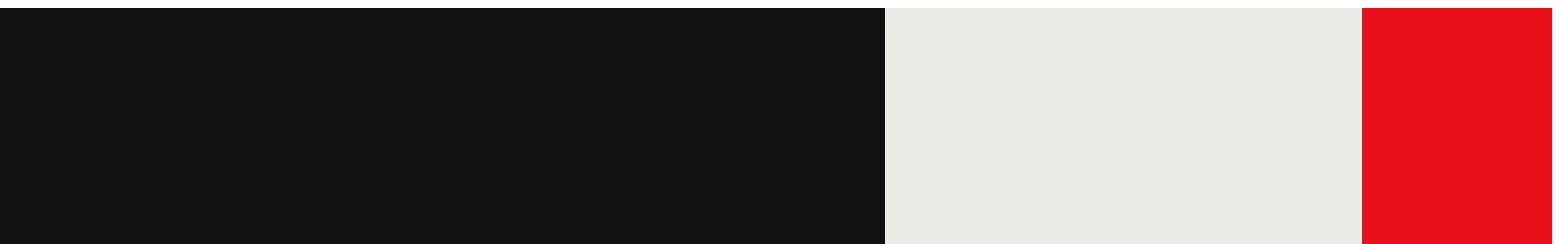


# China generates nearly 10 times the social commerce sales of the US

## Article

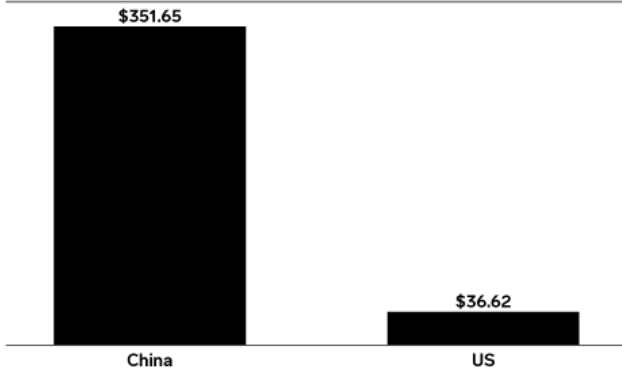


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This year, China will surpass **\$350 billion** in retail social commerce sales, eclipsing the almost **\$37 billion** the US will see from such sales. That means consumers in China will spend about **10 times** more on social commerce purchases than their US counterparts will.

## Retail Social Commerce Sales in China vs. the US, 2021

billions



Note: includes products or services ordered via social networks (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, May 2021

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