

Most US adults don't know or care about livestream or video commerce

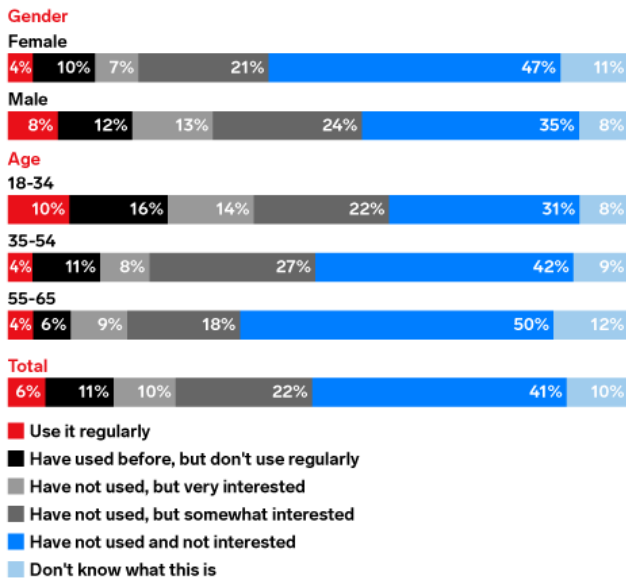
Article

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The majority of US adults are not interested in or familiar with buying via livestream or video. Just 17% have made a purchase this way, and only 6% do so regularly. Those shoppers are more likely to be young and male.

How Interested Are US Adults in Livestreaming/Video Ecommerce*?

% of respondents, by demographic, Aug 2022



Note: numbers may not add up to 100% due to rounding; *buying a product by clicking on a link directly within or next to a video
 Source: "The Insider Intelligence Ecommerce Survey" conducted in Aug 2022 by Bizrate Insights, Aug 24, 2022

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Beyond the chart: Short-video app **TikTok** is reportedly [partnering](#) with **TalkShopLive** to bring livestream shopping to its North American users. This news comes months after it [scrapped](#) plans to launch its own live commerce feature, TikTok Shop, in the US.

Livestream shopping hasn't caught on in North America the way it has in Asia. TikTok's challenge is not only to create an experience that will satisfy creators, brands, and shoppers, but to convert users who aren't yet interested in the channel.

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Methodology: Data is from the June 2022 "The Insider Intelligence Ecommerce Survey" conducted by Bizrate Insights. 1,078 US adults ages 18+ were surveyed online during June 1-17, 2022. Respondents identified as female (51%) and male (49%) and were ages 18-34 (32%), 35-54 (34%), and 55-65 (34%). Data has a margin of error of +/-3 percentage points at the 95% confidence interval. Respondents were members of Bizrate Rewards, the Bizrate Consumer Panel operated by Bizrate Insights, which is comprised of over 2 million panelists who provide feedback based on their experiences and opinions. The Bizrate Rewards panel is comprised of a broad demographic profile which represents a sampling of all ages, education levels, genders, and incomes. At the time of joining the panel, each panelist stated they had shopped online. In exchange for providing feedback, panelists have the opportunity to earn points, which can be exchanged for electronic gift cards. This survey, provided by Bizrate Insights on behalf of Insider Intelligence, provides a monthly consumer pulse of digital shopping behavior and intent.