Sara Lebow

Why time spent with TikTok is on the decline

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

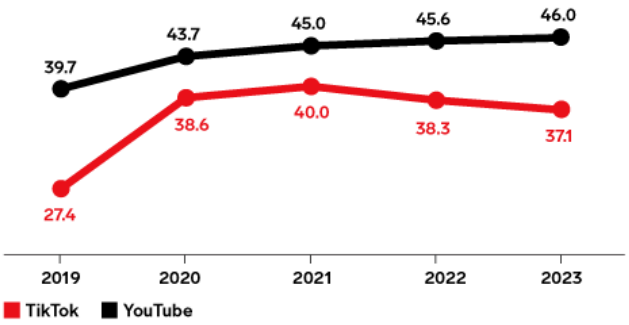
Time spent with **TikTok** peaked at **40.0 minutes** per day for the average US adult user in 2021, below that of **YouTube**, at **45.0 minutes** daily. TikTok will lose some of its pandemic gains this year and the next, with its time spent falling to **37.1 minutes** in 2023.

Beyond the chart: This downtick does not necessarily mean trouble at TikTok. It has seen extraordinary growth in time spent since 2019, when US adult users averaged just **27.4**

Copyright © 2022, Insider Intelligence Inc. All rights reserved.

minutes per day on the app. Its monthly US user base will continue to expand much faster than YouTube's, from **86.2 million** in 2021 to **94.4 million** in 2023. The new TikTok users will bring down average time spent in the coming years, as their casual usage offsets the heavier engagement of established users.

Average Time Spent per Day with TikTok vs. YouTube by US Adult Users, 2019-2023
minutes



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop
Source: Insider Intelligence , Feb 2022

272835 eMarketer | InsiderIntelligence.com

More like this:

- Report: US Social Video Usage 2022
- Article: Consumers, legislators, and courts seek greater protections for children on social media
- Article: Creator spotlight: Jane Ko talks TikTok and Instagram Reels

Copyright © 2022, Insider Intelligence Inc. All rights reserved.