

# Pinterest pines for more social buyers

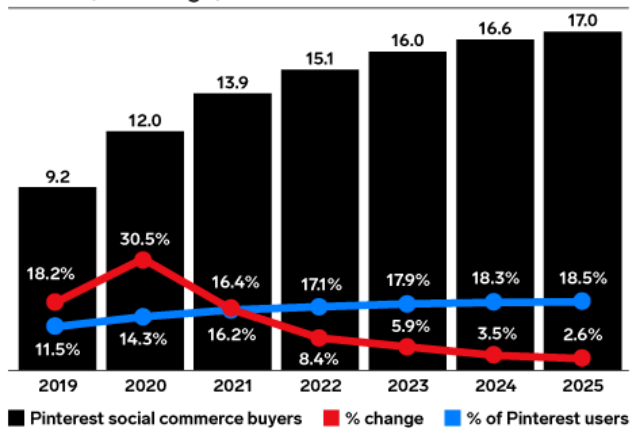
Article



**The forecast:** The number of US social buyers on **Pinterest** grew **30.5%** in 2020, for a total of 12.0 million, per our estimates. By the end of 2021, that number will grow another **16.4%** to reach **13.9 million**.

## US Pinterest Social Commerce Buyers, 2019-2025

millions, % change, and % of Pinterest users



Note: ages 14+; social network users who have made at least one purchase via the Pinterest platform, including links and transactions on the platform itself, during the calendar year; includes online, mobile, and tablet purchases  
Source: eMarketer, May 2021

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eMarketer | InsiderIntelligence.com

### A deeper dive:

- Pinterest released **Buyable Pins** in 2015, which acted as the platform's main shopping ad product. In 2018, Pinterest pivoted to **Product Pins**, which led users directly from a post to a retailer's checkout page.
- **Idea Pins** were rolled out in May 2021 as a copycat of **Instagram Stories**. Idea Pins double as a discovery mechanism to help users find new creators to follow.
- Pinterest has integrated with **Shopify** to streamline retailers' use of Pinterest tags and merchandise uploads on the site.
- "Enticing creators to make more brand-sponsored content and directly link to products via its tagging feature **could help Pinterest capture a greater share of the growing social commerce market in the US**," said Nina Goetzen, eMarketer analyst at Insider Intelligence.

**Looking forward:** Pinterest buyers will reach **15.1 million** in 2022. By 2023, the number of Pinterest buyers will hit **16.0 million** and represent **15.7%** of US social buyers.