

# Instagram's New Shopping Feature: Why It Will and Won't Work

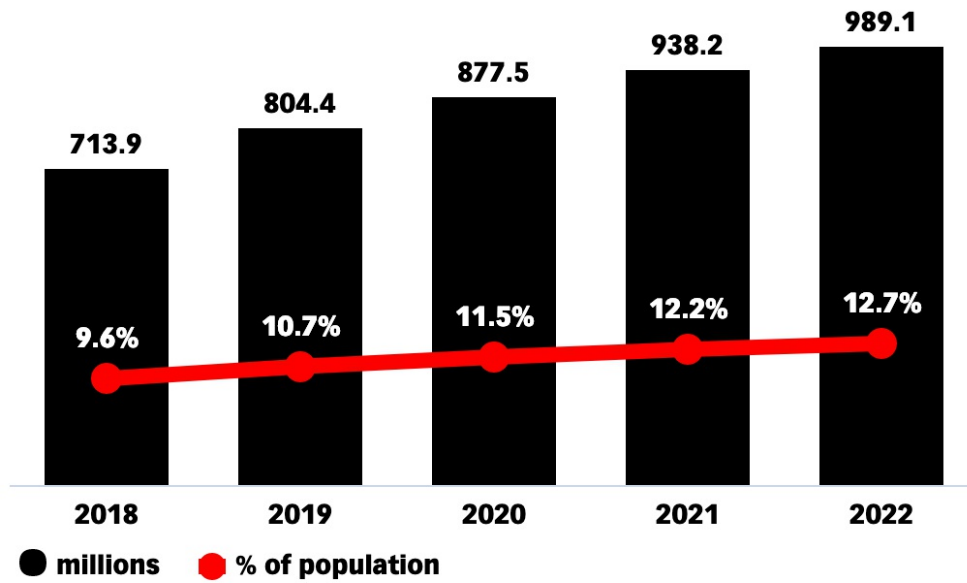
**AUDIO** |

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In the latest episode of "Behind the Numbers," eMarketer principal analyst Andrew Lipsman explains why Checkout on Instagram will work—and why it may also struggle.

## Instagram Users

Worldwide, 2018-2022



Source: eMarketer, November 2018

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