

The top 10 US retail categories ranked by social media actions

Article

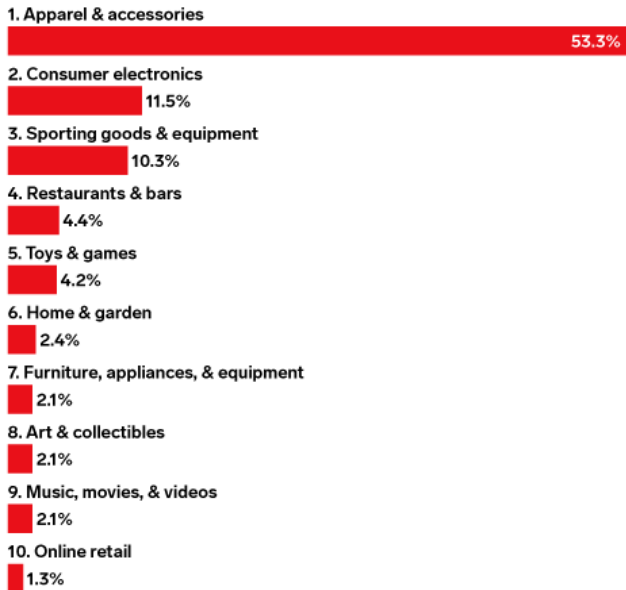
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Among US retail categories, **apparel and accessories** has the biggest social media footprint, accounting for **53.3%** of all posts and reactions to content, like comments and shares, across

Facebook, Instagram, and Twitter in July 2021. **Consumer electronics** and **sporting goods and equipment** rank next, with **11.5%** and **10.3%** of these social actions, respectively.

Top 10 US Retail Categories, by Share of Social Actions*, July 1-31, 2021

% of total



Note: includes Facebook, Instagram, and Twitter; *actions include all content and post-level reactions, comments, shares, retweets, likes, and dislikes
Source: Shareablee, Aug 19, 2021

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