

Seven in 10 US Adults Haven't Bought Anything Via Social

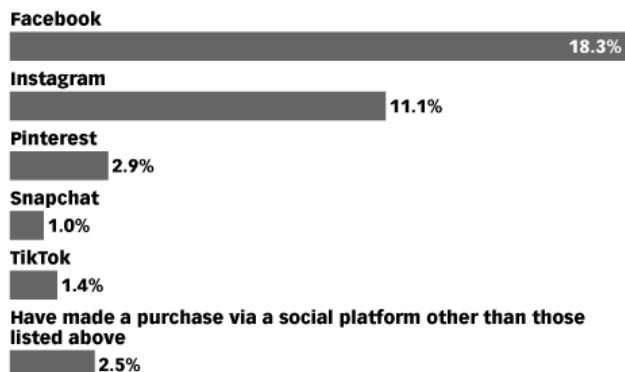
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Many social media platforms have started making measurable gains in social commerce, but according to a June 2020 Bizrate Insights survey conducted for eMarketer, there's still a ways to go.

Have US Social Media Buyers Made a Purchase via Select Social Media Platforms?

% of respondents, June 2020



Note: among 29.6% of total respondents who have purchased anything via social media in the past year; ages 18+
Source: "The eMarketer Facebook Flash Survey" conducted in June 2020 by Bizrate Insights, June 29, 2020

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The study found that Facebook was the most common platform used for social commerce purchases—with 18.3% of US adults saying they've bought something that way—followed by Instagram (11.1%).

However, 70.4% of respondents, the largest share, said they've never made a purchase via a social media platform, indicating there's a lot of opportunity on the table for social platforms to drive up social commerce adoption.

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- [The Social Commerce Wars Heat Up](#)
- [How Marketers Are Using Social Listening Right Now](#)
- [In China, Social Commerce Makes Up 11.6% of Retail Ecommerce Sales](#)

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