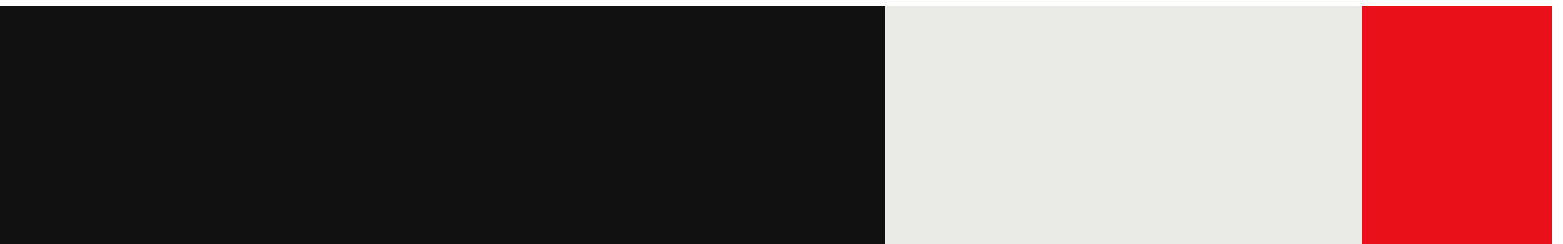


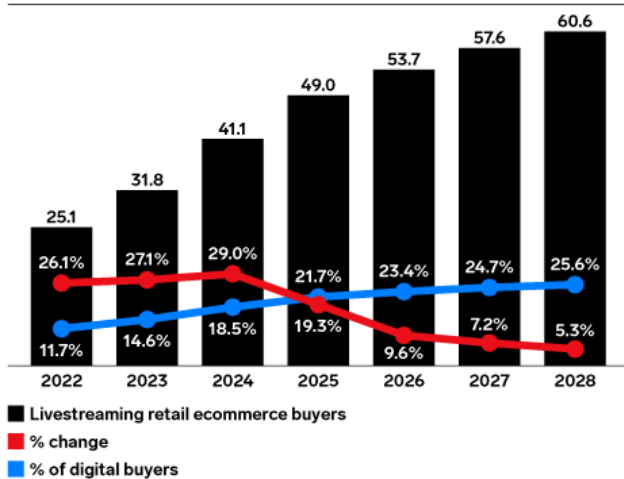
# Consumers turn to livestream for commerce

Article



## Over 20% of US Digital Buyers Will Make a Purchase off a Livestream in 2025

millions of US livestreaming retail ecommerce buyers, % change, and % of digital buyers, 2022-2028



Note: ages 14+; internet users who have made at least one purchase via a livestreaming session during the calendar year, including desktop/laptop, mobile, and tablet purchases; excludes virtual items gifted by viewers to livestream presenters  
Source: EMARKETER Forecast, Oct 2024

288448

EM | EMARKETER

**Key stat:** Over 20% of U.S. digital buyers (21.7%) will make a purchase off a [livestream](#) in 2025, according to an October 2024 EMARKETER forecast.

### Beyond the chart:

- 23.4% of US adults have used or are interested in using [livestream](#) shopping to purchase personal luxury goods, according to an August 2024 survey from EMARKETER and Bizrate Insights.
- 43.0% of US adults said they have not used and are not interested in livestream shopping, according to that survey.

**Use this chart:** Marketers can use this chart to identify opportunities for livestream shopping, while also keeping consumer interest in live and interactive events in mind when generating brand awareness.

### Related EMARKETER reports:

- [US Creator-Driven Commerce 2024](#) (EMARKETER subscription required)
- [Social Trends to Watch in 2025](#) (EMARKETER subscription required)