

TikTok will match Facebook's social buyer penetration this year

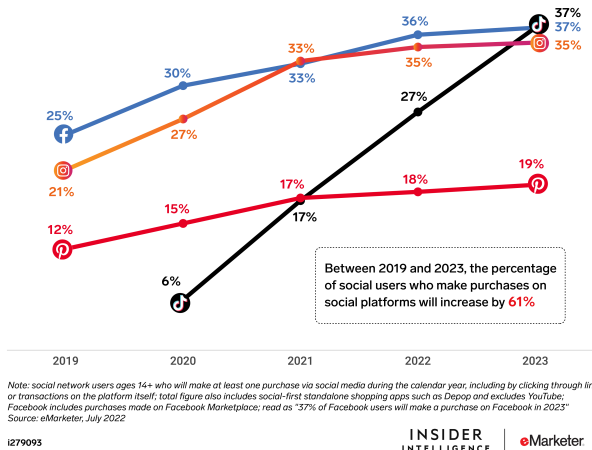
Article

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Social buyer penetration is climbing rapidly at TikTok. In the US, the app has already outpaced Pinterest by this metric, per our forecast. By the end of 2023, it will beat Instagram and tie with Facebook.

Social Buyer Growth Is Slowing on Some Platforms. Ads Will Help Capitalize on Existing Behaviors.

% of US users buying on each platform, 2019-2023



Beyond the chart: TikTok will see 33.3 million US social buyers ages 14 and older this year, according to our estimates. That's about half of Facebook's number, nearly 10 million less than Instagram, and roughly 16 million more than Pinterest.

All these buyers will contribute to the almost \$70 billion in retail social commerce sales that will take place in the US this year.

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Methodology: Estimates are based on the analysis of survey and traffic data from other research firms, historical consumer adoption trends, company releases and demographic adoption trends.