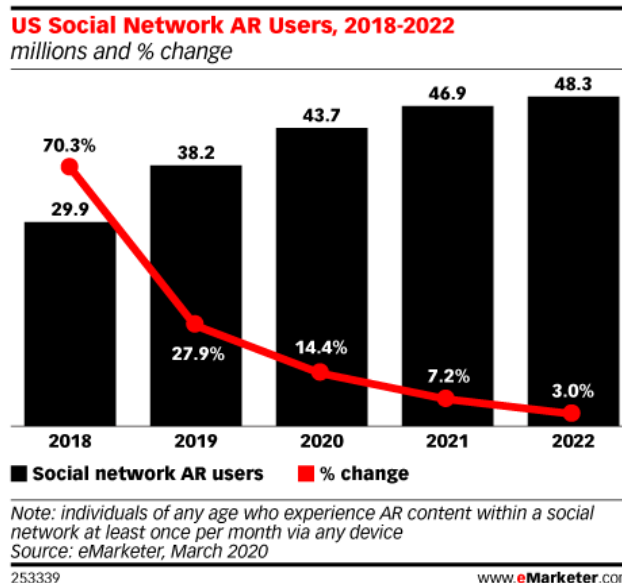


# Nearly 44 Million People in the US Will Use AR on Social Networks This Year

## ARTICLE

eMarketer Editors

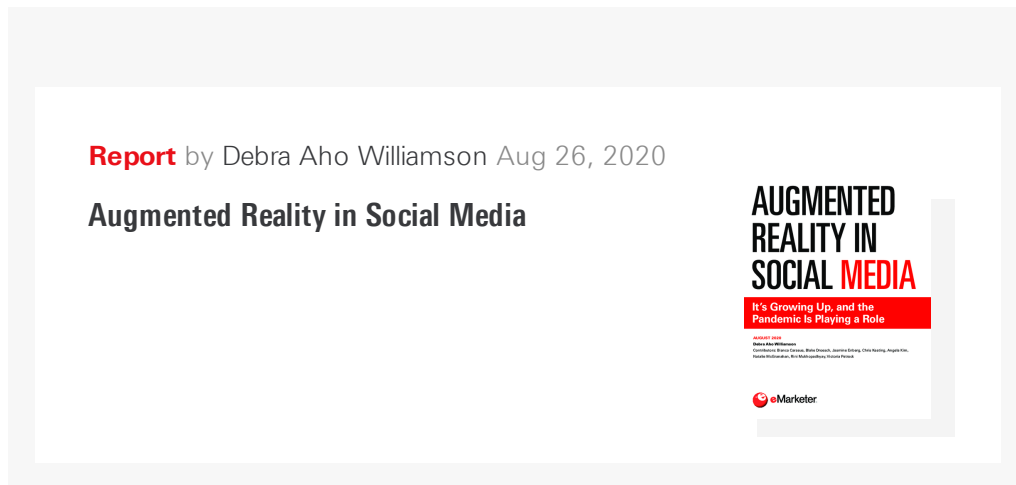
**A**ugmented reality (AR) has become more common on social networks. This year, there will be 43.7 million US social network AR users, according to our March 2020 forecast. This represents 13.2% of the US population, 15.1% of internet users, and 20.8% of social network users.



This growth will continue throughout the forecasting period, as more social network users experience AR features like Snapchat Lenses, Facebook Camera Effects, Instagram filters, and Pinterest Try on.

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