

# Social buyer penetration will remain highest in China this year

## Article

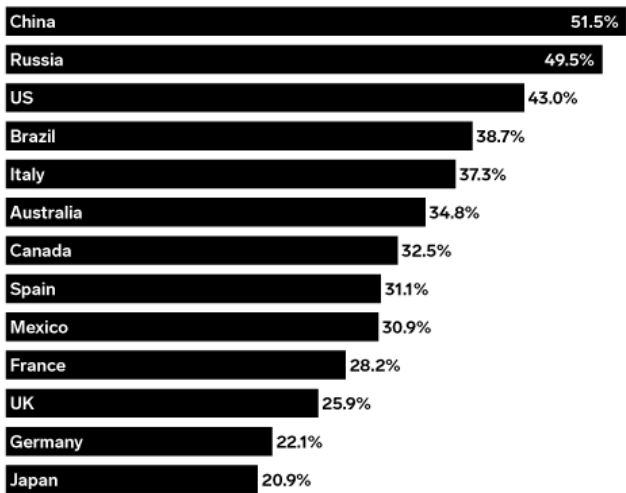


*For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).*

In 2021, **more than half** of digital buyers ages 14 and over in China will make a purchase via social network platforms, the highest social buyer penetration worldwide. Russia is on China's tail with a **49.5%** penetration rate, and the US is in third place with **43.0%**.

## Social Buyer Penetration in Select Countries, 2021

% of digital buyers



*Note: ages 14+; social network users who have made at least one purchase via any social channel (such as Facebook, Instagram, Pinterest, Line, WeChat, VK, and others) during the calendar year, including links and transactions on the platform itself, and including online, mobile, and tablet purchases*

*Source: eMarketer, May 2021*

266720

eMarketer | InsiderIntelligence.com

More like this:

- Report: [Marketing with Stories 2021](#)
- Article: [How US retail brands can take advantage of growing social commerce trends](#)
- Article: [What China's growing sustainability awareness means for brands](#)