

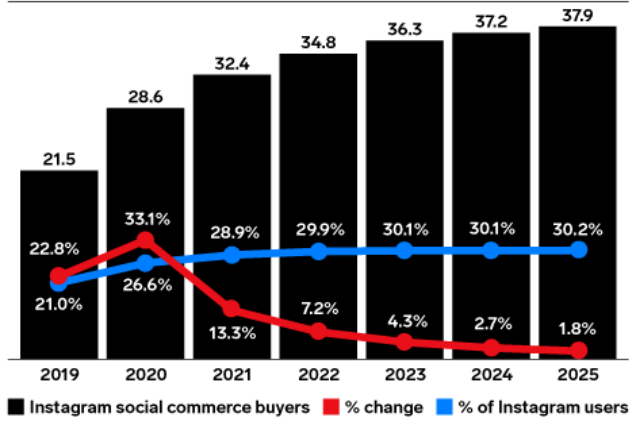
# US adoption of Instagram shopping exploded in 2020, though it's already slowing

Article

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Just over **26%** of US **Instagram** users took to the platform for social commerce purchases in 2020. That share will rise to about **30%** in 2022 but then stagnate as social commerce use reaches a saturation point.

**US Instagram Social Commerce Buyers, 2019-2025**  
millions, % change, and % of Instagram users



Note: ages 14+; social network users who have made at least one purchase via the Facebook platform, including links and transactions on the platform itself, during the calendar year; includes online, mobile, and tablet purchases  
Source: eMarketer, May 2021

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