

# TikTok and Instagram are the choice of Gen Z for shopping and product discovery

Article

**The news:** Nike, Forever 21, Lululemon, Urban Outfitters, and Sephora are some retailers that Gen Zers prefer visiting in person to shop at, owing to their use of social media in

interesting ways, a study by MG2 and Berns Communications Group found.

- One key to these retailers' success in drawing Generation Z was their use of augmented reality and self-checkout counters.

Our July survey of Gen Z uncovered new insights on the group's engagement with social media. A key point: Brands looking to reach this age cohort need to be present on multiple platforms.

**Divided attention:** For shopping and other popular activities such as search and engaging with influencers, no one social platform has a lock on Gen Z's attention. Those ages 15 to 26 use many platforms.

- For shopping and learning about new products, **TikTok** and **Instagram** are the most popular with Gen Zers. But our survey of 1,005 US Gen Z social users found that **Pinterest** also drew the attention of female social shoppers.
- Instagram was the principal go-to platform for Gen Z males, though TikTok videos on male beauty have helped raise their awareness of skincare products.

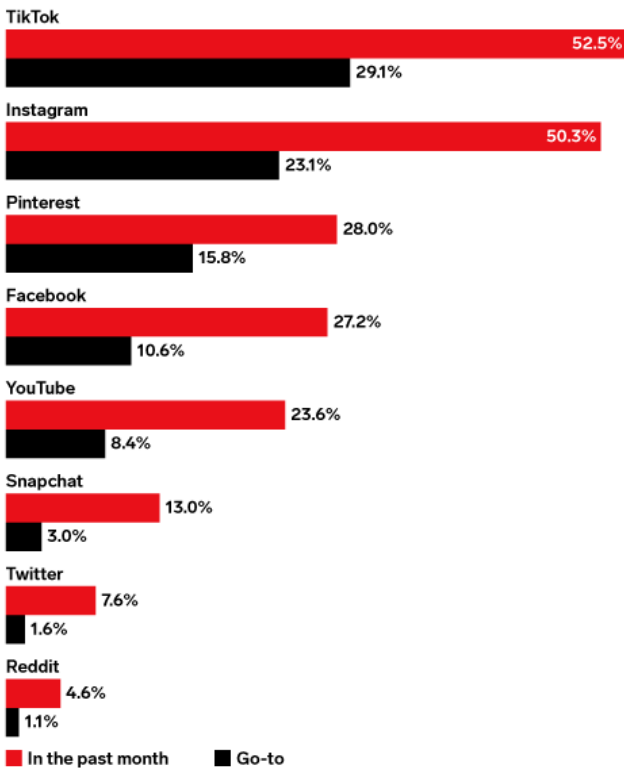
**Age preferences:** The survey of Gen Zers found differences in the usage of major platforms among teens and adults.

- Those ages 15 to 17 use a median of five social platforms a month, versus six for adults ages 18 to 26.
- Older Gen Zers use **Facebook**, **LinkedIn**, **Reddit**, and the former **Twitter** (now called **X**) more than teens.
- Teens have a higher preference for **YouTube** for viewing long videos.

**The big takeaway:** The fact that Gen Z's attention is divided for key social media activities spells potential opportunities for brands and the major social networks.

## Gen Z's Preferred Platforms for Shopping/Product Discovery Are TikTok and Instagram

% of US Gen Z social media users who use social media for shopping/product discovery, July 2023



Note: among monthly social media users ages 15-26; top 8 platforms shown; respondents were asked, "Which of the following social media platforms have you used for shopping/product discovery in the past month, as far as you recall?" and "Which social media platform is your 'go-to' for 'Shopping/product discovery?'"; excludes "Other" responses

Source: Insider Intelligence | eMarketer, "US Gen Z Social Media Survey 2023," July 2023

283068

Insider Intelligence | eMarketer

**Go further:** For more on Gen Z's usage of social media, read our report, [US Gen Z Social Media Activities 2023](#).