

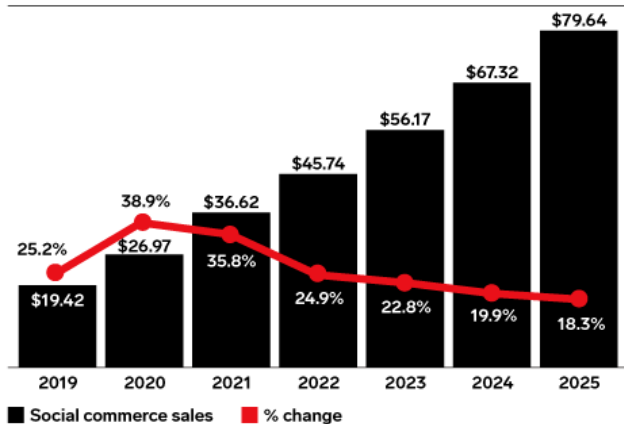
US retail social commerce will reach nearly \$80 billion by 2025

Article

The forecast: Retail social commerce is already a multibillion dollar industry in the US, having earned **\$26.97 billion** in sales in 2020. That figure will more than double by 2023, when we predict retail social commerce earnings will hit **\$56.17 billion**.

US Retail Social Commerce Sales, 2019-2025

billions and % change



Note: includes products or services ordered via social networks (such as Facebook, Instagram, Pinterest, WeChat, Line, VK, and others) regardless of the method of payment or fulfillment; excludes travel and event tickets, tips, subscriptions, payments, such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, May 2021

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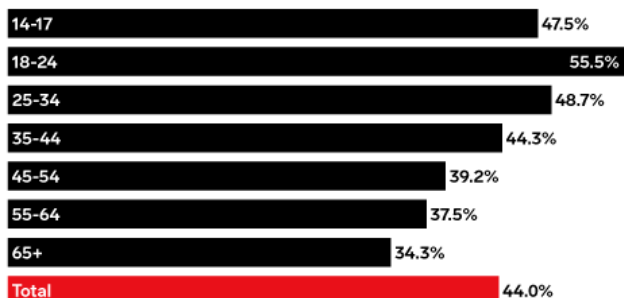
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A deeper dive:

- Social commerce is most popular among adult members of Gen Z: **More than half** of US social media users ages 18 to 24 have made purchases via a social channel.
- While social buying is a growing trend in the US, it's **more popular** in **China** and **Russia**, where **51.5%** and **49.5%** of social network users have purchased via a social channel.
- In the US, **millennials** are the **most likely** to use social media networks as important information sources for shopping decisions.

US Social Buyers, by Age, 2021

% of social network users in each group



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), 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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Looking ahead: We project social commerce will be a **\$79.64 billion** industry in the US by 2025. While that's a lofty figure, marketers have a long way to go if they plan on catching up with China's success.