

The biggest social commerce influences on each generation

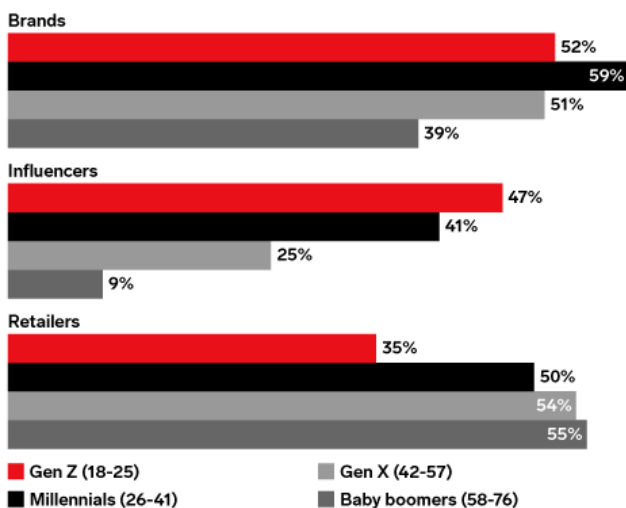
Article

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On social media, younger shoppers are far more likely to trust brands and influencers, while older shoppers prefer retailers. Just **9%** of baby boomers worldwide follow and buy from accounts run by influencers, compared with more than **40%** of Gen Zers and millennials.

Types of Social Media Accounts That Adults Worldwide Follow and Buy From, by Generation, Q2 2022

% of respondents in each group



Source: Klarna, "Shopping Pulse," Aug 8, 2022

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Beyond the chart: As Gen Z increasingly enters adulthood and rises in spending power, marketing dollars will flow toward the channels where these younger buyers shop.

This push for youthful engagement is clear in the US, where influencer marketing spend will grow by **278%** to **\$4.99 billion** this year, up from **\$3.90 billion** in 2021, and continue to increase by double-digit rates through 2024, per our forecast.

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Methodology: Data is from an August 2022 Klarna report titled "Shopping Pulse" conducted by Nepa. During Q2 2022, 14,114 adults ages 18+ in 13 countries (Australia, Austria, Belgium, Denmark, Finland, France, Germany, Ireland, the Netherlands, Norway, Sweden, the UK, and the US) were surveyed by Nepa. The research is conducted quarterly and always includes a minimum of 1,000 respondents in each country. The sample sizes are nationally representative, naturally including both Klarna users and non-Klarna users.