


US social buyers are spending more than ever

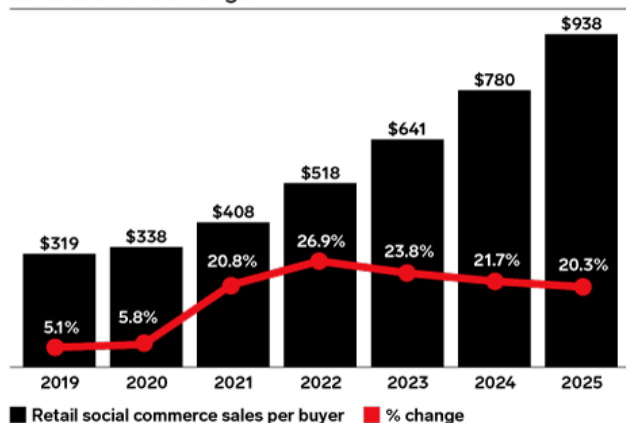
Article



The average US social buyer will spend **\$518** via this channel in 2022, up **26.9%** from last year. Annual spend will increase by **\$419** per buyer over the next three years, reaching **\$937** in 2025.

Average Annual US Retail Social Commerce Sales per Buyer, 2019-2025

dollars and % change



Note: among buyers ages 14+; includes products or services ordered via social networks and messaging apps, 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, July 2022

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eMarketer | InsiderIntelligence.com

Beyond the chart: The number of social buyers is also increasing in the US, just not as quickly. This year, growth will slow to the single digits, but it'll be enough to push the buyer base past the **100 million** mark. More than **half** of social network users will buy via those platforms come 2023.

The majority are doing so on Facebook, Instagram, and—increasingly—TikTok. Nearly **16 million** will also make a purchase through [Pinterest](#), which is working to personalize its commerce experience.

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- Article: [Pinterest's ad campaign highlights 'a different side of the internet'](#)
- [Facebook is the leader in social commerce—but it's also buoyed by Marketplace](#)

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Methodology: Estimates are based on the analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues from major online retailers and social network companies, consumer online buying trends and macro-level economic conditions.