

See how fast TikTok outpaced social media competitors in the US

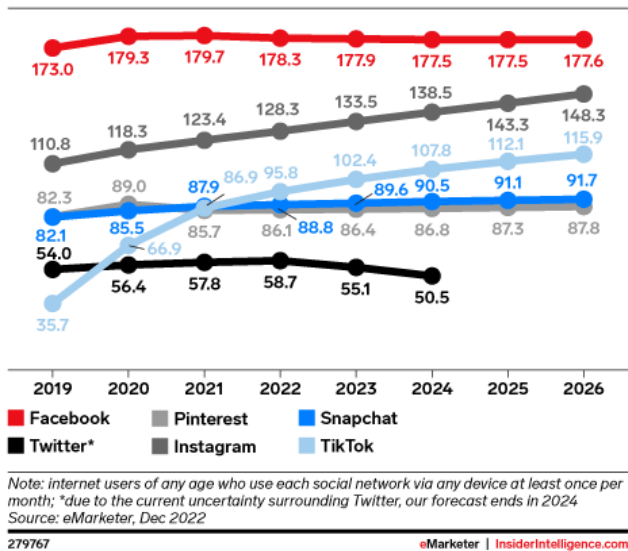
Article

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TikTok eclipsed Twitter, Pinterest, and Snapchat in US users within just a few years, according to our estimates, and now it's chasing Instagram. After years of exceptional growth, TikTok will boast more than 100 million US monthly users in 2023—unless lawmakers stand in its way.

US Social Network Users, by Platform, 2019-2026

millions



Beyond the chart: This year, 45.3% of US social network users will use TikTok at least once a month, per our forecast. For comparison, 78.7% will be on Facebook as often. TikTok has room to grow, especially among older users. But it first has to convince US lawmakers that it's safe to keep around.

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Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies; the growth trajectory of major social networks; historical trends; internet and mobile adoption trends; and country-specific demographic and socioeconomic factors.