

TikTok can't count on Gen Z for big gains in time spent anymore

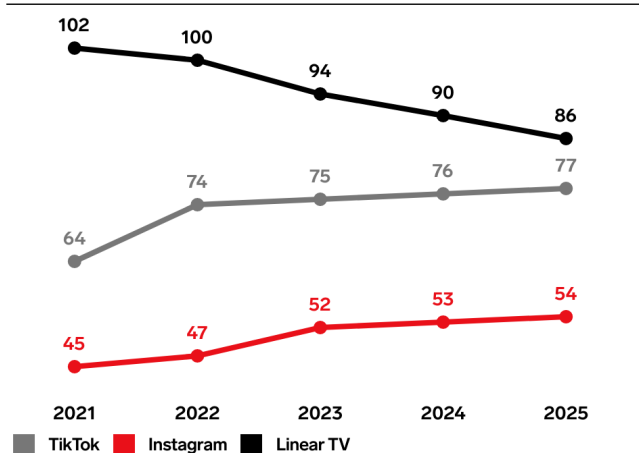
Article

TikTok remains Gen Zers' preferred social network in terms of time spent, but its growth is hitting a wall. That's natural, given the enormous amount of time they're already spending on the app.

- **Adult Gen Z TikTok users will spend an average of 1:16 on the app daily this year.** That’s roughly equivalent to an episode of “Stranger Things.” This cohort will make up the platform’s [second-biggest age group](#) in terms of users, just behind 25- to 34-year-olds.
- **Gen Z adults’ time spent with TikTok will approach their time spent with traditional TV.** Many users in this age group watch movies and TV shows on TikTok, signaling that they view the app as an entertainment hub. TikTok is also trying to get more users to [watch long-form video](#) on the app.

Time Spent Among Gen Z Adults on TikTok Is Catching Up With Their TV Time

average minutes per day on each platform among US users or viewers ages 18-24, 2021-2025



Note: ages 18-24; internet users who access their Instagram and TikTok accounts via any device at least once per month; includes all time spent on Instagram and TikTok; includes usage via any device; individuals who watch live or recorded video on a TV set at least once per month; includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV; excludes digital

Source: Insider Intelligence | eMarketer Forecast, Feb 2024

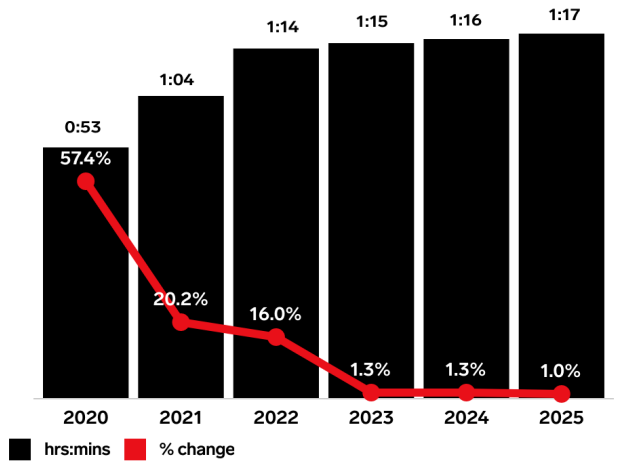
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- **Among Gen Z adults, average time spent with TikTok will inch up by 1.3% YoY in 2024 and by 1.0% YoY in 2025, marking the slowest growth of any generation.** Frustrations over the app’s increasingly heavy ad load—partly due to the launch of TikTok Shop—could be driving the platform’s most engaged users to spend more time elsewhere, such as watching connected TV (CTV) and other forms of entertainment.

Time Spent on TikTok Among Gen Z Adults Is Hitting a Peak

average hrs:mins per day among US TikTok users ages 18-24 and % change, 2020-2025



Note: ages 18-24; internet users who access their TikTok account via any device at least once per month; includes all time spent on TikTok; includes usage via any device
Source: Insider Intelligence | eMarketer Forecast, Feb 2024

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Read the full report, [Social Time Spent by Generation 2024](#).

Report by Minda Smiley Mar 29, 2024

Social Time Spent by Generation 2024

