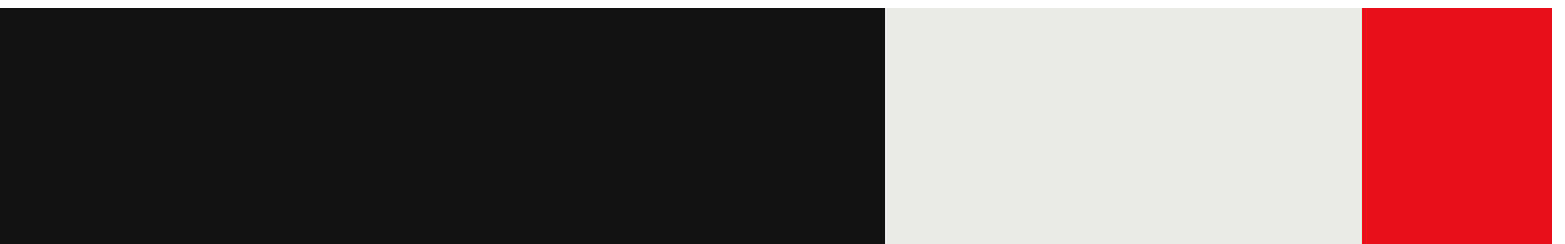


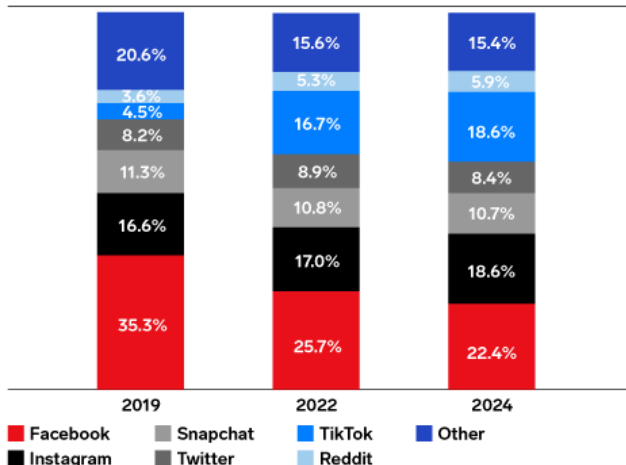
Why your brand needs to invest in TikTok in 5 charts

Article



Share of Time Spent on Select Social Platforms by US Adults, 2019, 2022, & 2024

% of total



Note: ages 18+; includes all time spent on social network platforms regardless of device or multitasking
Source: eMarketer, April 2022

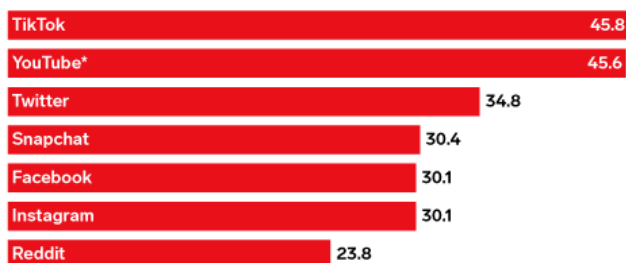
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eMarketer | InsiderIntelligence.com

While other platforms are seeing declines in time spent, TikTok is growing. US adults will spend 18.6% of their **social media time** on TikTok in 2024, growing massively from 2019's 4.5%. That ties TikTok with Instagram and narrows the gap with leader Facebook.

Average Time Spent per Day by US Adult Users on Select Social Media Platforms, 2022

minutes



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *YouTube includes all time spent watching video on YouTube via any device; includes YouTube TV
Source: eMarketer, April 2022

275182

eMarketer | InsiderIntelligence.com

Among US users, TikTok will beat YouTube this year for **time spent per day**—and all other social platforms along the way.

US Social Media Buyers, by Generation, June 2022

% of respondents in each group

Gen Z (18-25)	50%
Millennials (26-41)	51%
Gen X (42-57)	38%
Baby boomers (58-76)	22%
Total	38%

Note: n=2,225

Source: Insider Intelligence, "US Social Commerce and Digital Trust Survey 2022," Sep 2022

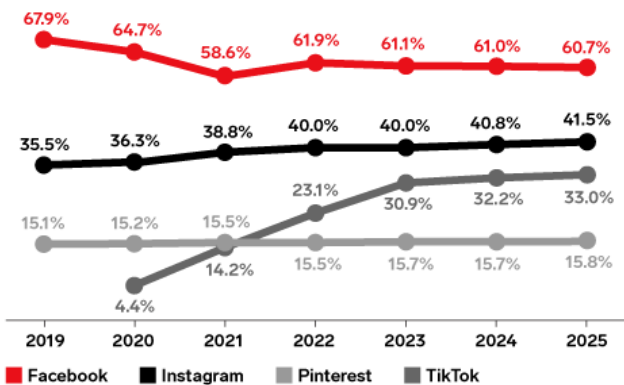
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InsiderIntelligence.com

Some 50% of US Gen Zers and 38% of adults overall **buy via social media**. Twelve percent of Gen Zers and millennials have made a purchase on TikTok. That's behind leaders Facebook and Instagram, but TikTok's social buyers will grow in the next few years.

US Social Commerce Buyer Share, by Platform, 2019-2025

% of total US social commerce buyers



Note: ages 14+; social network users who have made at least one purchase via the platform, including links and transactions on the platform itself, during the calendar year; including online, mobile, and tablet purchases

Source: eMarketer, July 2022

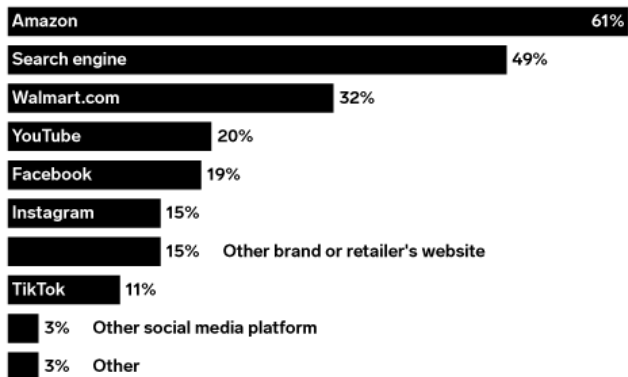
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eMarketer | InsiderIntelligence.com

TikTok will be used by 23.1% of US social commerce buyers this year, overtaking Pinterest. Facebook is still on top, but much of that buying is taking place via Facebook Marketplace.

Where US Consumers Start Their Search When Shopping Online, May 2022

% of respondents



Note: respondents could select multiple options

Source: Jungle Scout, "Consumer Trends Report: Q2 2022," June 23, 2022

276723

eMarketer | InsiderIntelligence.com

Among US consumers, 11% **start their shopping journey** on TikTok, and the app is improving search functionality to reinforce that behavior. Brands without a successful TikTok presence are losing out on those shoppers.

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