

# 5 charts on the holiday social commerce opportunity

Article



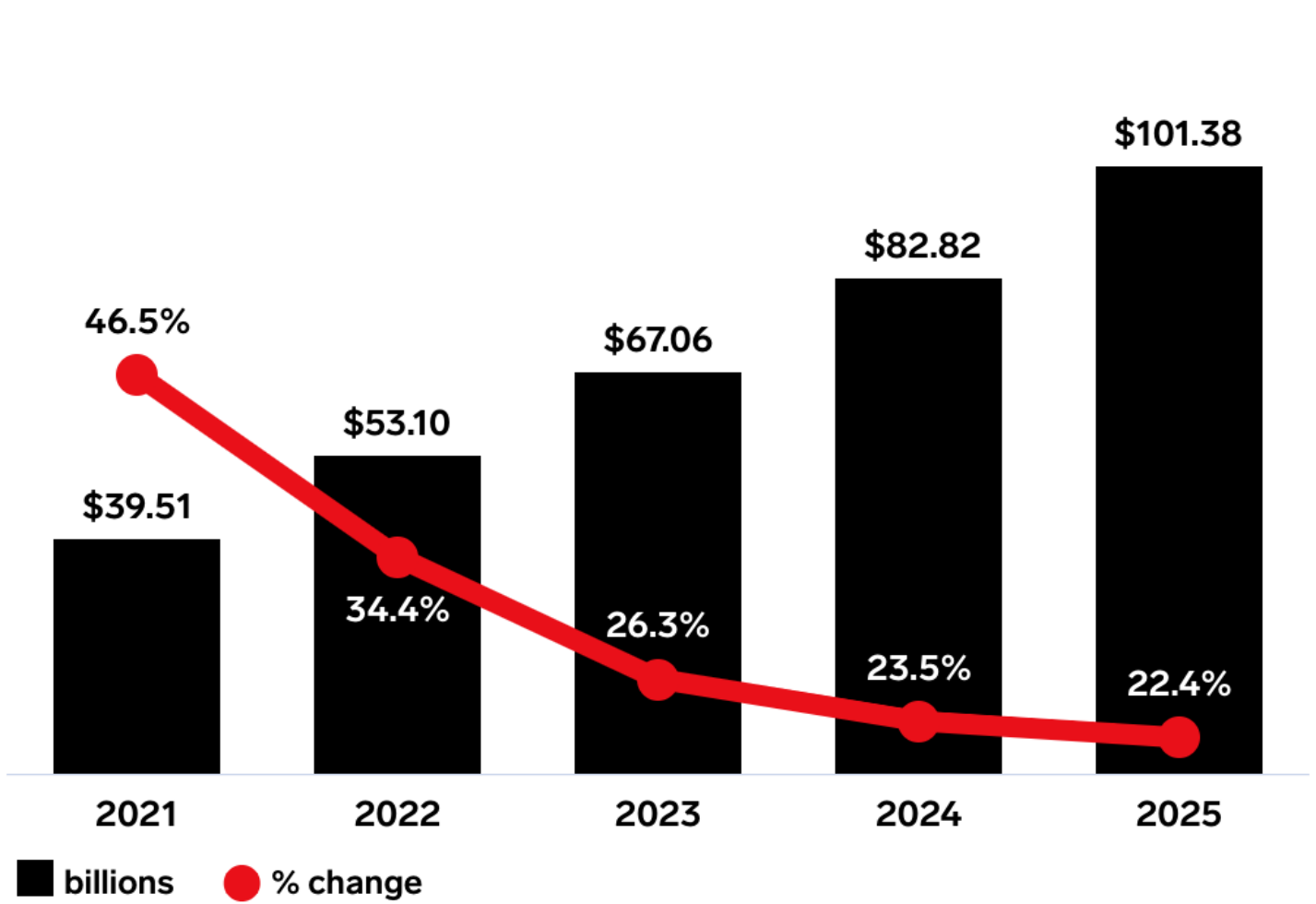
We expect [social commerce](#) sales in the US to reach \$101.38 billion this year, driven by existing buyers increasing their spending. While social commerce plays a smaller role in [holiday](#) shopping, it's popular among [Gen Z](#), who are more likely to make purchases influenced by creators. [TikTok](#) and [Facebook](#) are the top platforms, with apparel brands poised to benefit the most.

Here are five charts on social commerce ahead of the holiday season.

### 1. Social commerce sales are growing as buyers spend more

## Retail Social Commerce Sales

US, 2021-2025



Note: 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 cash transactions, 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 Forecast, September 2023

Despite slowing, US social commerce sales will grow 23.5% this year, reaching \$82.82 billion, per our forecast.

Social buyer growth is also slowing (down from 21.3% in 2021 to just 3.3% this year), meaning most sales growth is from established buyers spending more on social commerce. Social buyers will spend an average of \$750.40 on social commerce this year, up over \$122 from 2023.

## 2. Social commerce plays just one part of the holiday shopping journey

### Nearly Three-Quarters of Shoppers Buy Holiday Gifts In-Store

% of US consumers, May 2024



Note: n=1,000; \*via mobile or desktop browser  
Source: Bryj, June 20, 2024

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Only 12% of US consumers plan to buy holiday gifts via [social media](#) this year, per a May 2024 survey from Bryj.

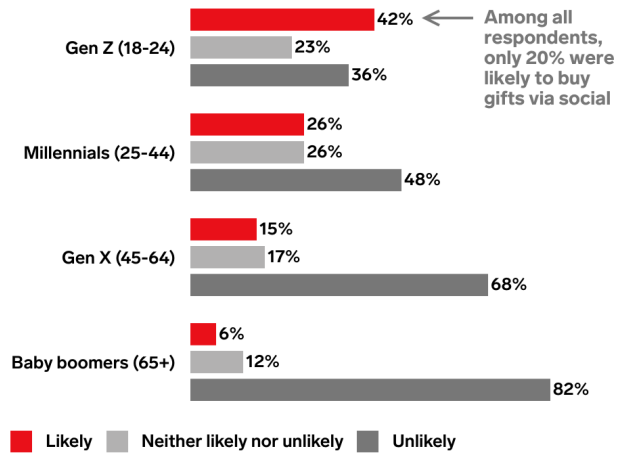
Given the importance of value this holiday season—28% of consumers say holiday shopping will strain their budget, an August 2024 survey from Bankrate conducted by YouGov—brands should use exclusive discounts or promotions to encourage shopping on social platforms.

## 3. Gen Zers are most likely to purchase holiday gifts via social commerce

## Gen Zers Are Twice as Likely as Average to Buy Holiday Gifts via Social Commerce This Year

% of US internet users, by generation, May 2024

Q: I am \_\_\_\_\_ to purchase holiday gifts directly through social media this year:



Note: numbers may not add up to 100% due to rounding  
Source: Basis Technologies in collaboration with GWI, "2024 Holiday Shopping Trends," July 11, 2024

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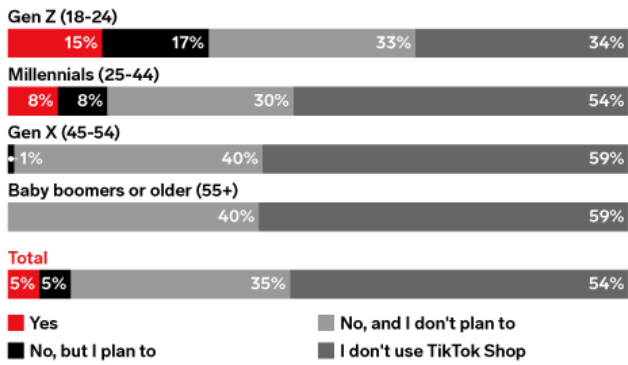
Gen Z consumers are twice as likely as the average consumer to buy holiday gifts via social commerce this year, according to a May 2024 survey from Basis Technologies in collaboration with GWI.

Among Gen Z social shoppers, 82.0% have made a purchase after seeing or because of content produced by a [creator/influencer](#), the most effective way to encourage Gen Z social purchases, according to a March 2024 EMARKETER survey.

### 4. TikTok, Facebook are the top platforms for social commerce

## US Adults Who Have Shopped for Holiday Gifts on TikTok Shop This Year, by Generation, Dec 2023

% of respondents in each group



Note: n=1,143; numbers may not add up to 100% due to rounding  
Source: CivicScience as cited in company blog, Dec 11, 2023

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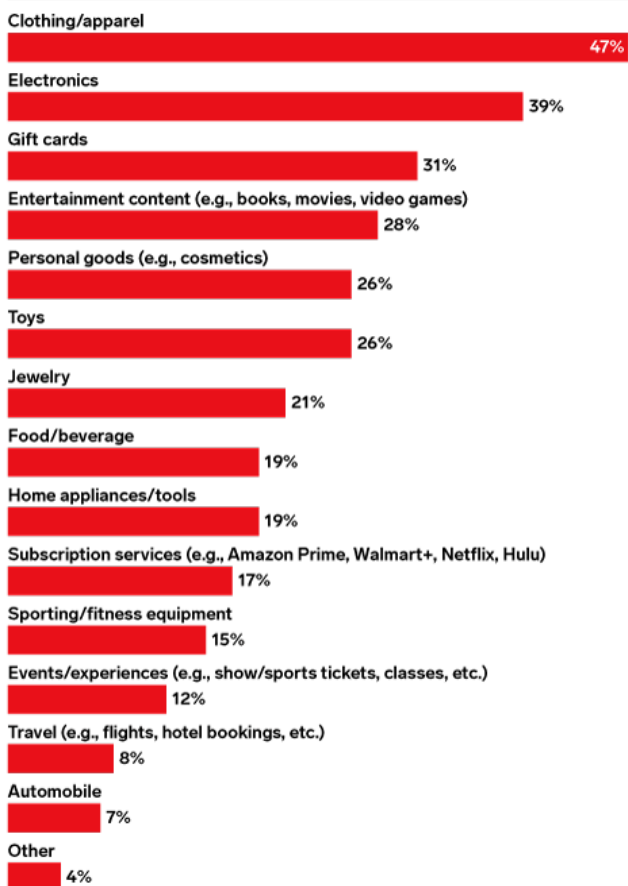
Last year, nearly a third (32%) of Gen Z adults said they had or planned to make a holiday purchase via TikTok Shop, according to a December 2023 survey from CivicScience.

TikTok is the most popular platform among Gen Z social buyers, with 67.1% saying they made a purchase on the platform within the last 12 months, per a March 2024 EMARKETER survey. However, among [millennial](#), Gen X, and baby boomer social buyers, Facebook is the most popular platform to make a purchase.

## 5. Apparel brands can leverage social commerce to grow their holiday sales

## Types of Items US Consumers Plan to Purchase During Black Friday/Cyber Monday This Year, May 2024

% of respondents



Note: ages 18+  
Source: Medallia Market Research, "Summer Travel Plans + Early Pulse on Holiday Shopping," May 1, 2024

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Clothing/apparel will be the top type of purchase consumers make during Black Friday/Cyber Monday this year, followed by electronics, gift cards, and entertainment content, per a May 2024 survey from Medallia Market Research.

In addition to using creators/influencers to encourage social purchases, apparel brands should harness the power of positive online ratings or reviews, the No. 1 factor that led consumers to purchase new clothing brands or products and No. 2 driver of accessories purchases, according to a June 2024 EMARKETER survey. Shoppers are also more likely to purchase via [mobile](#) apps and social platforms compared with other categories.

*This was originally featured in the Retail Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*