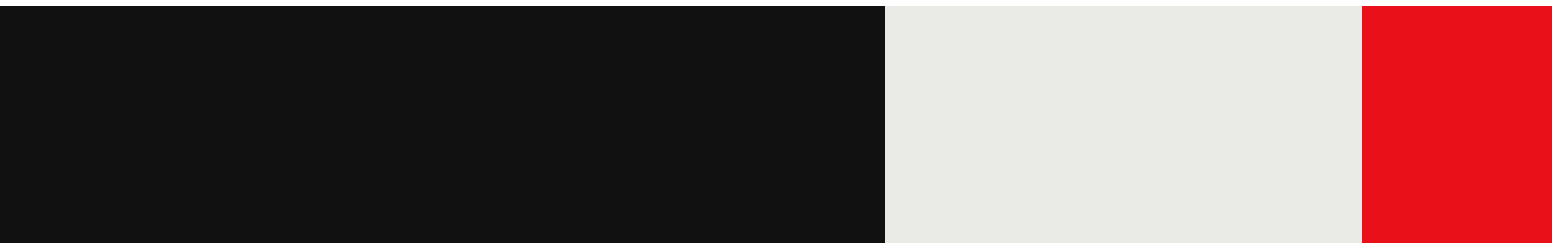


Facebook is more influential than TikTok for purchase decisions

Article



Most Influential Social Media Platforms on US Consumer Purchase Decisions, Jan 2025

% of respondents



Note: ages 18+

Source: Relex, "Viral Products & Social Media Influence Consumer Report," Jan 29, 2025

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Key stat: 25% of US adults consider [Facebook](#) the most influential social media platform for purchasing decisions, putting it just ahead of [TikTok](#) (21%) and Instagram (20%), according to Relex.

Beyond the chart:

- 84% of consumers buy products they discover on social media, but only 11% of consumers purchase them after 24 hours, Relex found.
- Even if consumers are influenced by Facebook or TikTok, [attributing](#) the purchase to those platforms can be difficult if consumers buy on another site or in-store.

Use this chart: [Marketers](#) can use this chart to demonstrate the importance of maintaining Facebook in their social media marketing mix and evaluating where consumers are influenced before launching new campaigns.

Related EMARKETER reports:

- [Shoppable Media 2025](#) (EMARKETER subscription required)
- [TikTok Ban 2025](#) (EMARKETER subscription required)

Methodology: Data is from the January 2025 RELEX "Viral Products & Social Media Influence Consumer Report." 1,012 US consumers ages 18+ were surveyed during January 2025.